JUNE 7, 1954

TECHNOLOGY DEPT.

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BROADCASTING TELECASTING

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NEWSPAPER

STARTS
THIS ISSUE
S, WOMEN and BOXTOPS'
by Duane Jones

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23 RD
year

E NEWSWEEKLY
RADIO AND TV

Kowh
OMAHA

THE NEW
Wtix
NEW ORLEANS 16, LA.

Now there are three...
countin' K.C.!

WHB*

First KOWH, the station that leaped from last to first place in Omaha and became "America's most listened-to independent station."

Then WTIX, with its spectacular seven-month climb from last place to become New Orlean's top independent, to vie with the nets for top audience honors.

And now WHB*, the station with the oldest call letters in Kansas City, with 10,000 Watts on 710 K.C., a combination for wide coverage.

You can expect big things from WHB* . . . as new management institutes proven practices that have already produced two of the nation's finest radio success stories.

Now is the time to swing to WHB*—a good buy today, it will be an exceptional buy tomorrow!

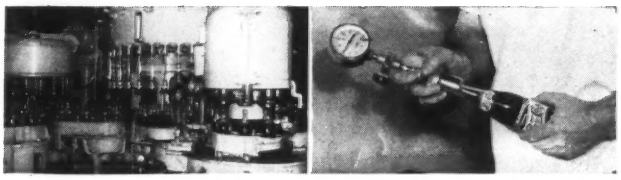
* *Subject to FCC approval.*

MID-CONTINENT BROADCASTING CO.
General Manager; Todd Storz

KOWH
Represented by
The Bolling Co.

WTIX
Represented by
Adam J. Young, Jr.

WHB
Represented by
John Blair & Co.



PEPSI-COLA CO. DOES A COMPLETE JOB . .

SO DO HAVENS AND MARTIN, Inc. STATIONS . . . WMBG WCOD WTVR

In every step, from washing and sterilizing of bottles; laboratory quality control; to delivery of Pepsi to dealers . . . there's tireless attention to every detail. Combined with salesmanship in advertising and modern distribution, it's a complete job by Pepsi.

You get the same thoroughness and attention to detail . . . combined with creative programming . . . by the Havens & Martin Stations, Inc. Complete your job of getting top sales results by joining the other advertisers selling to the large and loyal audiences of the First Stations of Virginia, WMBG, WCOD and WTVR.

Maximum power—
100,000 watts at Maximum Height—
1049 feet

WMBG AM WCOD FM WTVR TV

First Stations of Virginia

Havens & Martin Inc. Stations are the only complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. WTVR represented nationally by Blair TV, Inc. WMBG represented nationally by The Bolling Co.

On an average day she sees 41 TV Commercials

YOUNG & RUBICAM, INC.

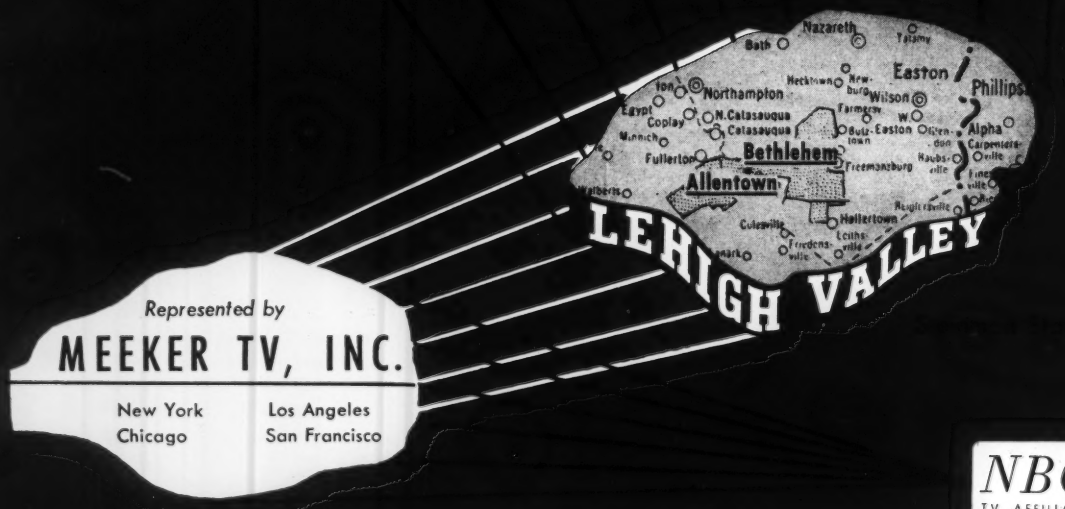
ADVERTISING • *New York Chicago Detroit San Francisco*
Los Angeles Hollywood Montreal Toronto Mexico City London

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by BROADCASTING PUBLICATIONS, INC., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

LEHIGH VALLEY

Bethlehem , Pennsylvania
Allentown • Easton

All eyes in the Lehigh Valley are on your sales message when you buy WLEV-TV. It's the medium which reaches the entire Lehigh Valley—a great area renowned for sound prosperity, celebrated for its sales response. Lehigh Valley people spend $1,195,585,000 a year in the retail market! You can get your share of this plenty through WLEV-TV, the *first* television station in the Lehigh Valley—the station with a record of *continuous* management! Take the "view way to the Lehigh Valley" and get the *most* for your advertising dollar.



Represented by

MEEKER TV, INC.

New York Los Angeles
Chicago San Francisco

NBC TV AFFILIATE

closed circuit®

PRESIDENT EISENHOWER will lean heavily upon both radio and television to put across his legislative program, which he has labelled his primary and virtually exclusive project from now on. His use of broadcast media during next few months, it's learned on high authority, may exceed that of any of his presidential predecessors.

★ ★ ★

SCHEDULED June 15 resumption date for Senate uhf hearing is being held to with bated breath by Chairman Potter. Michigan Republican, whose presence is urgently required at most of Army vs. McCarthy hearings, is sticking to announced date, but with prolonged controversy over McCarthy-Cohn-Schine anything can happen to uhf schedule.

★ ★ ★

REASON behind Howard Hughes evading prospective buyers of RKO Radio Pictures Inc. could be negotiations with Matthew Fox, board chairman, Motion Pictures for Television, to take over film studio's $20 million backlog of old feature movies for tv. Not included in deal would be features with theatrical re-release value. Independent film producer Hal R. Makelim & Assoc. would buy RKO-Pathe studios in Culver City, if they can get together with Hughes and price is right.

★ ★ ★

MOVE TOWARD "federated" trade association for radio and tv is gaining momentum. But rather than a "National Federation of Radio & Television Broadcasters" to replace NARTB sometime in future, with autonomous segments covering each subdivision, thought is in direction of what might be known as "National Council" functioning only at policy level. It may take several years but that seems to be thinking of top people.

WILLIAM ZECKENDORF, head of Webb & Knapp, prominent builders and real estate operators, and former director of ABC, is in market for broadcast properties. It's reliably reported he has been in several recent negotiations for stations, both radio and tv, with nothing yet definitely on line.

★ ★ ★

ABOUT 40 members of FCC staff—attorneys, clerks and possibly some engineers—expected to be separated July 1 because of cut in appropriation. Current fiscal year's budget for radio-tv of $1,604,000 being trimmed to about $1,230,000 necessitates reduction. FCC, however, intends to continue its "examiner teams" until current backlog of hearings is concluded. Some of engineering personnel presumably will be absorbed in field.

★ ★ ★

VEIL will be lifted on color tv set production figures within fortnight. Data on spring output of factories will be released by Radio-Electronics-Tv Mfrs. Assn., which has been unable to announce them under rule forbidding disclosure of individual company production, confined mostly to RCA in early period. One industry prediction puts June color output around 5,000 sets. No figure on sales to public has been collected, but it's believed they have been slow because of paucity of color programs, screen-size and price.

★ ★ ★

COME FALL, with 19-inch colorsets and late-evening colorcasts, barrooms are expected to utilize color tv to attract business just as they used black-and-white television in its novelty stage seven or eight years ago.

★ ★ ★

MARY McKENNA, timebuying supervisor, Benton & Bowles, N. Y., expected to resign effective June 15 to join WNEW New York as director of research and sales development.

★ ★ ★

CHEVROLET DEALERS ASSN. met in New York Thursday at the Waldorf Astoria to consider the presentations of at least seven advertising agencies to handle its advertising, which runs close to a million a year in television. Meeting broke up without any definite decision and will resume again early today (Monday). Campbell-Ewald, N. Y., had resigned the account effective June 15.

★ ★ ★

ANDREW ZEIS, timebuyer, Bryan Houston Inc., N. Y., expected to resign mid-June to join Needham, Louis & Brorby, Chicago, in similar capacity. John Ennis, timebuyer with Benton & Bowles, N. Y., expected to join Bryan Houston as successor to Mr. Zeis.

★ ★ ★

WITH PRESIDENT Harry Cohn "not interested" in selling, Ralph E. Stolkin, Chicago industrialist, has abandoned all efforts to purchase control of Columbia Pictures Corp. Mr. Stolkin was key member of syndicate which briefly held and then lost control of RKO Radio Pictures Inc., in a stock transaction with Howard Hughes in late 1952 [B•T, Sept. 29, 1952].

★ ★ ★

THERE'S something macabre about this, but some members of *ad hoc* committee of Washington Air Coordinating Committee studying whether present lighting and marking of radio and tv towers are adequate, are flying to Annapolis, Md., and Reading, Pa., June 10 to see how broadcast towers look from the air. And they're hoping for poor visibility!

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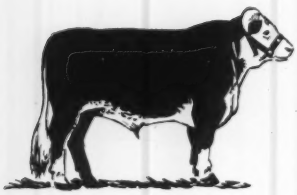


IN CATTLE THE HEREFORD IS THE CHOICE OF OKLAHOMA

IN TELEVISION KWTV IS THE CHOICE OF OKLAHOMA CITY

MARK WEAVER
KWTV ASSISTANT NEWS DIRECTOR

A "Nose for News" coupled with broad radio, television and newspaper experience adds up to make a seasoned, sound reporter! That's Mark Weaver. Mark came from KLRA, Little Rock, where he won the Arkansas Press Association Award for Outstanding Journalism in 1953. He is known to many for his news feeds to CBS and Edward R. Murrow. Yes, Mark Weaver is another reason why KWTV newscasting is choice in Oklahoma City.

EDGAR T. BELL, Executive Vice-President
FRED L. VANCE, Sales Manager

KWTV goes to 316,000 watts with a 1572-foot tower in early fall 1954!

the Choice of Oklahoma City

KWTV-9

CBS

AFFILIATED MANAGEMENT K O M A CBS
REPRESENTED BY AVERY-KNODEL, INC.

at deadline

RCA Promotes Engstrom, Wolff Hanson, Ewing; NBC Shelby

SERIES of promotions designed to coordinate research and engineering activities to meet needs of expanding business announced by Brig. Gen. David Sarnoff, RCA board chairman, following Friday board meeting. Dr. Elmer W. Engstrom, executive vice president of RCA Labs, elected executive vice president, research and engineering, continuing as head of RCA Labs, elected executive vice president, research will headquarter in New York.

Dr. Irving Wolff, director of research, appointed vice president of research, RCA Labs. Dr. D. H. Ewing named administrative director of RCA Labs, headquartering at Princeton. He previously was director of RCA Physical & Chemical Research Lab. O. B. Hanson, NBC vice president and chief engineer, elected to RCA staff as vice president, operations and engineering. He is responsible for broadcast and communications operations engineering and will direct RCA Frequency Bureau, reporting to Dr. Engstrom as will D. F. Schmit, vice president of product engineering who continues in that capacity.

Ewen C. Anderson, vice president of RCA Commercial Dept., promoted to executive vice president of department with responsibility for all patent license matters.

NBC board elected Robert E. Shelby, director of color tv systems development, as vice president and chief engineer, succeeding Mr. Hanson.

COLOR BREAKS

NBC's WNBT (TV) New York has opened its schedule to accommodate regular color television commercials in station breaks. Hamilton Shea, general manager of station, said WNBT (TV) is prepared to handle color announcements in station breaks throughout broadcast schedule except early morning and late night hours. Mr. Shea said cost of color station breaks will be based on WNBT (TV) regular black-and-white rates, plus color charge which will be quoted on request.

General Mills Fall Plans Include Clears, Secondaries, Tv

GENERAL MILLS' fall plans reportedly include spot announcement campaign in 12 markets on 50 kw clear channel stations on personality shows and in about 52 secondary markets, mostly Keystone stations, effective Sept. 1 for 37 weeks, similar to last year's plan.

In addition, General Mills is expected to increase number of tv stations carrying *Valiant Lady* from 51 to about 83 stations on CBS-TV and also increase stations carrying *Lone Ranger* on ABC-TV from 50 to 76 stations. GM also sponsors *Lone Ranger* on CBS-TV and will add several more "must" stations next fall. Dancer-Fitzgerald-Sample, New York, is agency.

Doerfer Nominated; Chairmanship Still Unset

WHO WILL HEAD FCC remained in doubt last week as President Eisenhower nominated John C. Doerfer, Wisconsin Republican, for new term of seven years as member of FCC, subject to Senate confirmation.

In sending Mr. Doerfer's name to Senate for new term to begin July 1, Mr. Eisenhower for present dispelled notion that newcomer might be named to FCC. Whether Mr. Doerfer later will be named chairman, to succeed Rosel H. Hyde, as previously had been speculated [B•T, May 31], is unknown.

Mr. Doerfer's nomination, following custom, was referred to Senate Interstate & Foreign Commerce Committee. Committee sources indicated hearing would be sandwiched into crowded calendar, probably within next 10 days. Since committee had heard Mr. Doerfer just 14 months ago, on his initial appointment, it was thought hearing might be *pro forma*, but fact that he hails from Wisconsin, and that his nomination comes at height of Administration-McCarthy controversy, might engender some abnormal interest.

During past few weeks, Administration sources had intimated that President desired to infuse new blood in administrative agencies and that he wanted no carry-over chairmen. It had been emphasized that there was no desire to "oust" Mr. Hyde, but rather that "rotation" system was favored. Mr. Hyde's term as FCC member runs until June 30, 1959.

One name strongly advanced if newcomer were to be named to FCC was George C. McConnaughey of Hillsboro, Ohio, chairman of Renegotiation Board since last November and former chairman of Ohio Public Utilities Commission, under then Gov. and now Sen. John W. Bricker, chairman of Senate Commerce Committee.

Renomination of Mr. Doerfer does not necessarily preclude changes at FCC, although any shifts would appear remote. It's pointed out that President might decide to name one of incumbent commissioners who still has unexpired tenure to some other appointive post.

Mr. Hyde's one-year appointment as chairman expired last April 18. He has served since as acting chairman by unanimous vote of his colleagues. There was some thought that Mr. Hyde might continue as chairman until after Mr. Doerfer's confirmation, or even until end of year, in view of upcoming elections.

Mr. Doerfer succeeded Eugene H. Merrill, Utah Democrat.

Credited with quickly clearing backlog of public utility rate cases before Wisconsin Public Service Commission, to which he was named in 1949, Mr. Doerfer was chairman of that state commission when appointed to FCC.

Born Nov. 30, 1904, of German-American parents in Milwaukee, Mr. Doerfer attended grade and high school in that area and 1924-28 attended U. of Wisconsin at Madison. He received B.A. in commerce.

After college Mr. Doerfer worked as accountant, acquiring interest in law while working on condemnation case. He enrolled in Marquette U. Law School in 1931, received doctor of jurisprudence degree *cum laude* four years later. For next 15 years he was in private law practice in West Allis, Milwaukee suburb, beginning three terms as city attorney in 1940.

• BUSINESS BRIEFLY

'BIG TOWN' TIME • Lever Bros., N. Y., expected to sign for 10:30-11 p.m. period on NBC-TV for its *Big Town*, which was evicted from its CBS-TV spot [B•T, May 31]. Actual signing is being held up until NBC-TV completes its station clearance of time for Lever. McCann-Erickson, N. Y., is agency for Lever on this show.

60-MARKET CAMPAIGN • Sun Oil Co., N. Y., preparing another radio spot campaign in 60 markets for July 4th weekend, using spots Wednesday, Thursday, Friday, Saturday and Monday of that weekend. Advertiser used similar campaign during Memorial Day weekend. Ruthrauff & Ryan, N. Y., is agency.

COCA PARTICIPANT • Johnson & Johnson, Chicago (bandages), Benrus watches and S.O.S. in negotiation for possible participation sponsorship of Imogene Coca show, Saturdays, 9-9:30 p.m. on NBC-TV.

'OMNIBUS' SPONSOR • Signing of Aluminum Ltd. of Canada as second sponsor for 1954-55 *Omnibus* show (CBS-TV, Sun., 5-6:30 p.m. EST) announced Friday by William H. Hylan, vice president in charge of CBS-TV sales. Program will resume Oct. 17. J. Walter Thompson Co. is agency for Aluminum Ltd. as well as Scott Paper Co., other sponsor signed to date. Mr. Hylan noted that during past month 14 advertisers have renewed 20 major programs.

Ziv Television Programs Creates Business Department

BUSINESS department has been created by Ziv Television Programs to handle all fields of sales service, film distribution and control and expanded operations of merchandising and promotion, including personal appearances of Ziv Tv stars, John L. Sinn, president, announced today (Mon.). New department will additionally deal with contract, labor and administrative functions and maintain close coordination between Ziv production and distribution offices in Hollywood, New York and Cincinnati.

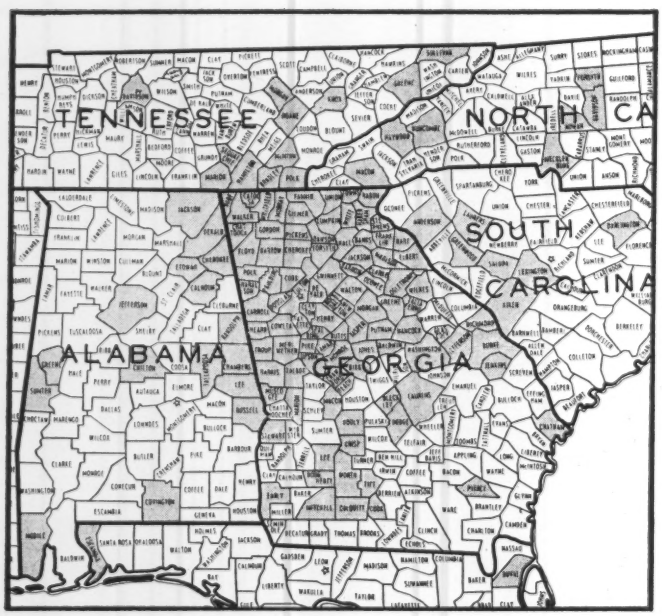
Robert W. Friedheim, for past two years manager of New York operations of Frederic W. Ziv Co. and Ziv Television, has been elected vice president and business manager of Ziv Television in charge of new department. He will be assisted by A. Frank Reel, former executive secretary of New York AFTRA local who joined Ziv earlier this year as operations manager, and by Thomas B. Roach, who has headed manufacturing operations of Ziv-World Transcriptions, who becomes sales service manager of Ziv Tv's new business department.

Rapid growth of Ziv Tv activity in past 18 months made new department essential, Mr. Sinn said, reporting 150% increase in Ziv film volume in time, while volume of business with sponsors and stations has risen 78%.

Wind Topples KWFT Tower

WINDS over 100 mph blew over 368-foot directive tower of KWFT Wichita Falls, Tex. President Kenyon Brown estimated damage at $20,000. KWFT is operating with reduced nighttime but normal daytime signal.

44,578 VIEWERS WANTED OUR TRADE-MARK...



COVERAGE MAP—based on 44,578 entries in "Win A Waga" contest, March, 1954. Of the total entries, 38,951 or 87% came from Metropolitan Atlanta—Georgia's richest trading area. 5,079 came from other Georgia localities. 548 came from out of the state. In all, entries came from 7 states, 150 counties, 378 cities. WAGA-TV is obviously top dog in this rich market area.

Who'd ever have thought that 31 Scottie puppies would pull 44,578 entries in a one-month contest?

To celebrate our 5th Anniversary in March, we offered our viewers a chance to win a live replica of our Scottie trade-mark, "Waga," every day. Entry blanks had to be obtained from local stores or postal cards mailed in to enter the daily drawings.

In poured the entries—44,578 of them. They came from seven states, 150 counties, 378 cities. Metropolitan Atlanta accounted for 38,951 or 87%. Out-of-state entries totaled 548. The balance, 5,079 were outside Metropolitan Atlanta.

Here is coverage where it counts—coverage that blankets the rapidly-growing, rich Atlanta-plus market. Let our reps give you full information about WAGA-TV's leadership in viewers, coverage, and selling power.

100,000 WATTS

A STORER STATION

waga-tv

CHANNEL 5 CBS-TV, ATLANTA, GA.

Represented Nationally by
the KATZ AGENCY, Inc.
Tom Harker, V.P. and Nat'l Sales Director, 118 E. 57th St., New York 22 • Bob Wood, Midwest National Sales Manager, 230 N. Michigan Ave., Chicago

at deadline

Lamb Case Hearing Set; Other Actions by FCC

EDWARD LAMB case designated by FCC Friday for hearing in Washington July 28 with issues involving charges broadcaster-publisher Lamb misrepresented former Communist associations (which ties he continues to deny) in applications and statements before Commission. FCC also will inquire into Mr. Lamb's counter-charge, put before U.S. District Court for D. C. in protest of delay in FCC hearing, that Commission investigators sought false testimony against Mr. Lamb and offered "at least one bribe."

Cross pleadings in court case were filed earlier in week (story page 46). Mr. Lamb also contends FCC illegally seeks to place burden of proof upon him as defendant, contrary to Constitutional principle. FCC case involves license renewal of Mr. Lamb's WICU (TV) Erie, Pa.

Two New Tv Stations

FINAL decisions for two new tv stations, ch. 5 at Ft. Smith, Ark., and ch. 36 at Mansfield, Ohio, announced by FCC Friday. Commission affirmed recommended grants to American Television Inc. for Ft. Smith ch. 5 and Fergum Theatres Inc. for Mansfield ch. 36. George T. Hernreich has option for 50% interest in Ft. Smith station for dismissing his competitive bid [B•T, May 3]. Mansfield Journal Co. dropped out of ch. 36 case, facilitating award to Fergum [B•T, May 10]. Comr. Frieda B. Hennock dissented in Ft. Smith ruling.

Clarksburg Applicant Withdraws

UHF ch. 22 at Clarksburg, W .Va., put in clear Friday as sole applicant, J. Patrick Beacom & Assoc., asked FCC to dismiss its application.

Zenith Petition Denied

FCC denied Friday petition by Zenith Radio Corp. that issues in its hearing with CBS for Chicago's ch. 2 be enlarged to include question whether CBS violated court order in $1.5 million purchase of Chicago Arena [B•T, Jan. 18]. Court had ordered that no expenditures in operation of ch. 2 by CBS should be considered in comparative hearing with Zenith. FCC held that court's proviso did not prohibit CBS from making expenditures but only that such outlays cannot be given consideration in comparative hearing. Chicago ch. 2 hearing began last month, resumes again today (Mon.).

FCC Turns Down WGVL Protest

FINDING that WGVL (TV) Greenville, S. C., is not "party in interest," FCC Friday turned down protest against grant to WSPA-TV Spartanburg, S. C., for change of transmitter site from Hogback Mt. to Paris Mt., nearer to Greenville. Commission's premise in denying protest is that economic injury claimed to be suffered by WGVL is same as would be suffered from Hogback Mt. site which WGVL did not object to. Comr. Frieda B. Hennock dissented. (See early story page 46.)

Dismiss Daytona Beach Competitive Bid

PROSPECT for initial decision to grant ch. 2 at Daytona Beach, Fla., to Telrad Inc. appeared Friday as FCC announced ruling by Motions Comr. Robert E. Lee dismissing with prejudice competitive bid of WNDB there. Telrad, headed by W. Wright Esch, owner WMFJ Daytona Beach, was retained in hearing status.

James M. Kennedy Dies

JAMES M. KENNEDY, 61, national and local radio sales manager of WBAL Baltimore, died suddenly Thursday night at his Baltimore home. He joined WBAL in 1936 after service with local newspapers and had been with station since that time except for three years at WITH Baltimore. Surviving are his wife, Mrs. Adele Kennedy, two daughters, three sons and two sisters.

SKYWAVE DELAY

BECAUSE of conflict with FCC appearance at uhf hearing before Senate Commerce Subcommittee June 15 (story page 44), oral argument on Commission's daytime skywave proposal was postponed by FCC Friday to July 15. Date for filing appearances extended to July 1, briefs to July 8. Deadline for comments postponed to Aug. 2, replies Aug. 17. Under proposal, FCC would increase protection at sunrise and sunset hours to clear channel outlets through daytime skywave restrictions on certain secondary station operations on those channels [B•T, May 24, March 15].

WMAL Announces Division Of Radio, Tv Executives

SPLIT radio-tv operation announced at WMAL-AM-FM-TV Washington by Kenneth H. Berkeley, vice president and general manager of *Evening Star* stations. Charles L. Kelly becomes manager of tv with Neal J. Edwards as sales manager, Charles D. Bishop as program manager and E. H. Meeks in charge of promotion and publicity.

Robert W. Jonscher becomes manager of radio and continues as WMAL sales manager. Other radio executives are Martin E. Pinsker, program manager, and Arnold H. Katinsky, promotion director. Frank Harvey continues to direct engineering activities of stations.

17 Stations Sell Hearings

SIXTEEN ABC-TV stations and one DuMont station have signed advertisers for local sponsorship of Army-McCarthy hearings. DuMont outlet is WTVI (TV) Belleville, Ill. (St. Louis) and ABC-TV stations are WROW-TV Albany, KCRI-TV Cedar Rapids, WTVP (TV) Decatur, WSJV (TV) Elkhart, WMUR-TV Manchester, WJMR (TV) New Orleans, WARM-TV Scranton, WSBA (TV) York, WXEL (TV) Cleveland, WWLP (TV) Springfield, WILK-TV Wilkes-Barre, WTVH-TV Peoria, WENS (TV) Pittsburgh, WAYS-TV Charlotte, KMMT (TV) Austin, Minn., and WTVH-TV Peoria.

Ziv Radio Business Up

ZIV RADIO business for first five months of 1954 increased 29% over same period last year with May showing 38% increase over May 1953, Alvin E. Unger, vice president in charge of sales, Frederic W. Ziv Co., announced Friday.

UPCOMING

June 13-15: Assn. of Independent Metropolitan Stations, Wentworth-by-the-Sea, Portsmouth, N. H.

June 14-16: National Community Tv Assn., Hotel Park Sheraton, New York.

June 15: Senate Communications Subcommittee resumes hearings on uhf.

For other Upcomings see page 105.

PEOPLE

BRIG. GEN. DAVID SARNOFF was presented with honorary doctorate of laws degree from Pratt Institute in Brooklyn last Thursday. In talk to 263 graduates, Gen. Sarnoff advised persistence and application to achieve success, claiming there is "no limit to the possibilities for individuals to rise to the greatest heights in this blessed land of equality of opportunity."

C. W. MACKAY, senior associate, Stewart Dougall & Assoc., previously vice president, Kenyon & Eckhardt, N. Y., to Roy S. Durstine, N. Y., as vice president in charge of research and marketing.

HARRY LAZARUS, vice president at Bozell & Jacobs, Chicago, for past three years, to Dancer-Fitzgerald-Sample, same city, in similar capacity.

ELMER W. LOWER, director of news and public affairs for CBS-TV in Washington, appointed to newly-created post of manager of news and public affairs, CBS-TV. No successor has been named.

ARKADY LEOKUM, vice president-copy chief, Bryan Houston Inc., and before that vice president-copy chief of Robert Orr Assoc., to Grey Adv. in same capacities, effective July 6.

WGN-TV Leases Tower Space On New Prudential Building

PLANS FOR ERECTION of new WGN-TV Chicago transmitting antenna atop $40 million Prudential Insurance Bldg. early in summer of 1955 and start of operation there in early 1956 reported Friday following negotiations by Frank P. Schreiber, manager and treasurer of WGN Inc., and James E. Rutherford, Prudential vice president. Building now under construction will be 41 stories and antenna 925 feet above street level.

Mr. Schreiber reported WGN Inc. is applying to FCC for move of transmitter to new structure on which *Chicago Tribune* outlet has acquired 10-year lease for 3,000 square feet of floor space, with occupancy slated for December 1955.

Phonevision Test 'Successful'

FIELD TEST of Phonevision system completed in New York Friday by Zenith Radio Corp. described as "highly successful" by Dr. Alexander Ellett, vice president in charge of research, who directed week-long technical experiments. He also reported negotiations on introduction of Phonevision in foreign countries "will soon be completed successfully," and said reports on New York test will be submitted to FCC if and when it considers authorization of subscription tv. Dr. Ellett said "jittered" picture piped throughout 10,000 square mile area by WOR-TV was "transmitted dependably and decoded reliably by our test receivers."

Freedman & Leeds

JULES FREEDMAN, former vice president of Joseph Katz Agency, N. Y., and Carl S. Leeds, formerly head of his own agency, have opened new agency, Freedman & Leeds, with offices at 101 W. 55th St., N. Y. Telephone: Columbus 5-0404.

Magnetic Tape Reproducer

NEW HIGH FIDELITY magnetic tape music reproducer capable of automatically playing eight hours of pre-recorded music continuously or intermittently from single reel, or equivalent of 160 phonograph records, announced Friday by Magnecord Inc., Chicago.

RADIO STATION
WSAZ
HUNTINGTON, WEST VIRGINIA
SERVING 3 STATES

ANOTHER EXAMPLE OF TOP
WSAZ
PROGRAMMING

★

"LITTLE LEAGUE BASEBALL"
MONDAY THRU SATURDAY
8:55 PM

★

SCORES AND LEAGUE INFORMATION OF ALL LITTLE LEAGUES IN THE AREA SERVICED BY WSAZ-RADIO . . .

★

WITH SPORTSCASTER COLEY COWAN

NATIONAL REPRESENTATIVES THE KATZ AGENCY

5,000 WATTS DAY
1,000 WATTS NIGHT
930 KC

WSAZ

TELEVISION AFFILIATE
WSAZ-TV
Represented by THE KATZ AGENCY

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BROADCASTING* TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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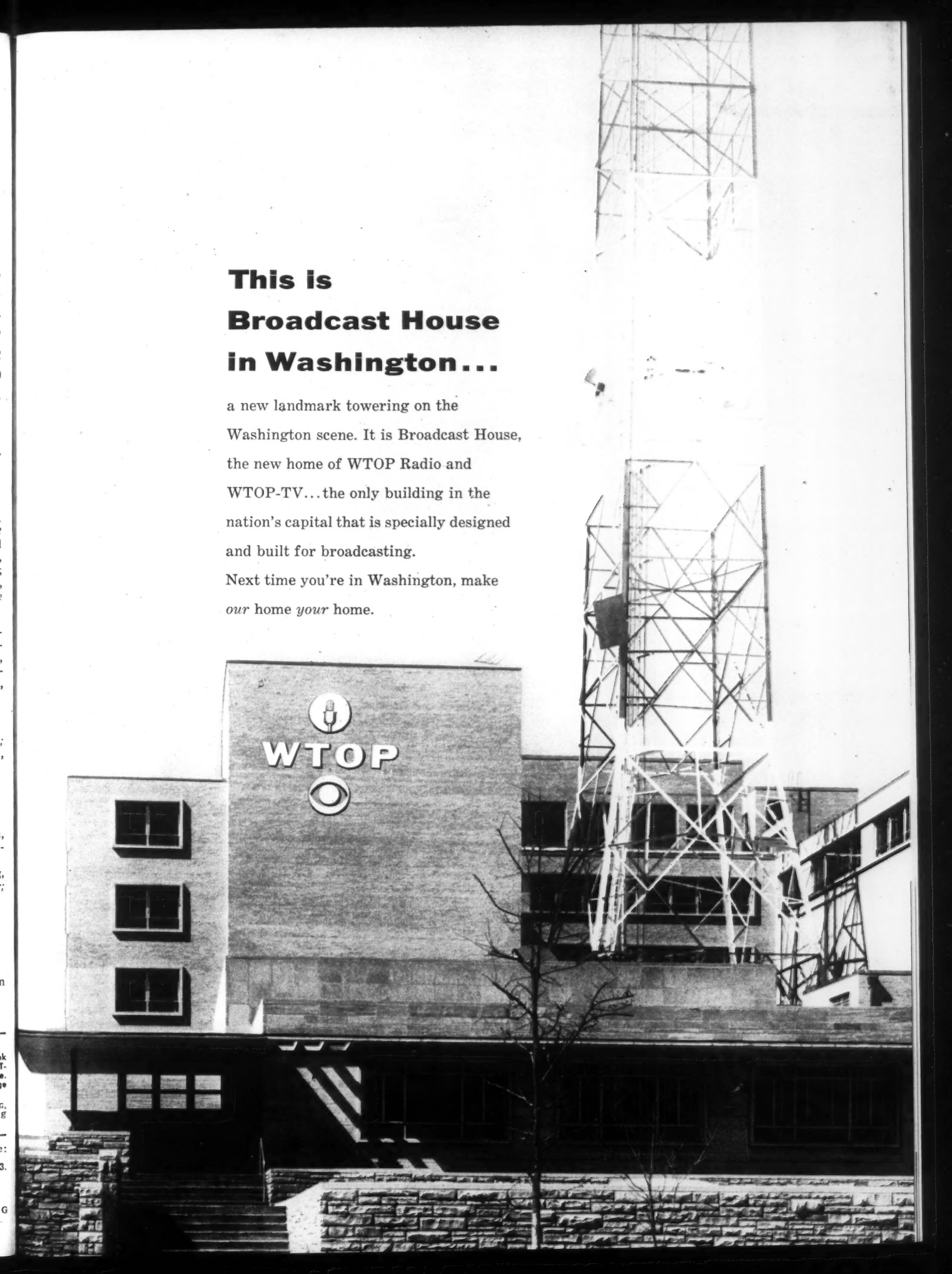

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COVER

NORTH CAROLINA'S

RICH, GROWING*

"GOLDEN TRIANGLE"

WINSTON SALEM

Greensboro • High Point

WITH

WSJS TELEVISION CHANNEL 12

*202,954 sets as of May 1, 1954—An Increase of Over 45,000 Sets in 6 months

NBC

Interconnected Television Affiliate

National Representative:

The Headley-Reed Company

CHIVALRY AT HOWLING CREEK

Network: ABC-TV
Time: Alternate Tues., 9:30-10:30 p.m.
Series: *Center Stage*
Writer: Joseph Cochran
Producer: Herbert Brodkin
Director: Don Richardson
Settings: Fred Stover
Technical Director: Phil Levins
Asst. to Producer: Philip Barry Jr.
Casting Director: Joan MacDonald
Composer-Conductor: Ralph Norman
Production Asst.: Edith Hamlin
Associate Director: James Walsh
Lighting: Imero Fiorentino
Audio Engineer: William Blumel
Cast: Henry Hull, Cathy O'Donnell, Jack Warden, Robert Emmett, Pat Harrington, Rusty Lane, Harold J. Stone, John Kellogg, Alonzo Bosan

WHEN Motorola dropped out of its alternate week sponsorship with U. S. Steel of the ABC-TV Tuesday night dramas, the network held onto the gap by revising its title to *Center Stage* and continuing the established policy of producing new and old writings. Thus, last week, on a sustaining basis, the same dramatic program was offered viewers—but under the new label.

"Chivalry at Howling Creek", an original work by Joseph Cochran, was neither better nor, so far as we can recall, worse than preceding offerings under the Motorola aegis. The author and the producers rate an A for effort, but, unfortunately, that's the top grade it gets from this post.

And that's too bad. Any presentation with veteran Henry Hull should be top notch television drama, but last Tuesday's gave Mr. Hull no opportunity to display his craft. Indeed, his characterization as "Col. Venable, suh. . ."—including flowing locks, string tie and measured, courtly cadences straight out of the pre-Margaret Mitchell era—was, if we were not mistaken, more of a hammy lark for the man who made Jeeter Lester a by-word in "Tobacco Road" than a serious piece of business.

Virtue: Its Own Reward

Among others in the cast, we cannot neglect mention of sweet, virtuous Cathy O'Donnell playing a reformed, dance hall trollop—in her sweet, virtuous manner, complete with cultured, cultivated voice.

Howling Creek, where the action takes place, is a California mining town some years after the War Between the States, suh. Its populace seems to consist of a mere half dozen, all characters.

There's Col. Venable, one of Stonewall Jackson's survivors, whose ante-bellum manners and speech contrast strikingly with the rough mores of the place, but whose mode of living is not exactly above the ethics of the place and times. There's April Frazer, she of the third from left on the chorus line of the "Nugget," a Barbary Coast establishment, married to young, innocent, clean, eager Jim Frazer. There's "Fingers" Hardy; he's the baddie. There's "Jupiter", Col. Venable's true and beloved colored manservant. There is a barkeep named "Gabby", because all he says is "yep" and "nope." And there are the three men of the camp, one young, one grizzled and one Mexican.

Well now, Jim Frazer married April knowing full well what she was. Hardy, the villain, recognizes her from his roistering around and tries blackmail ("You be nice to me and I'll keep mum," he leers). Furious, Jim is on the road to sure death as he tangles with Hardy. And, then, Col. Venable, rising to his noble impulses, comes to the rescue ("I, suh, have first claim on this yellow-livered, crawling son of a coyote . . .").

At this point, the play turned into a report on the "Code Duello"—complete with textbook readings. Frankly, as an exposition on the handling of an affair of honor it was kind of interesting. The denouement must have been seen to be believed, but we shall leave it in the limbo of silence in case any reader of these lines runs across it—via kine—at another date.

A word about the lighting. There was an attempt to use what we believe is termed "mood" lighting, particularly in the emotional scenes with April and the early morning field of honor setting. Although effective in their segments, the use of arty lighting in what was essentially a western seemed inappropriate.

All in all, this was not a very auspicious beginning. But, *Center Stage* will undoubtely have its ups and downs and this first offering was, unfortunately, one of the down. Incidentally, it is understood that Elgin picks up sponsorship in the fall, and the more commercial approach might give *Center Stage* the fillip its first program showed it needed.

* * *

ON THE BOARDWALK

Network: ABC-TV
Time: Sunday, 8-9 p.m. EDT
MC-Producer: Paul Whiteman
Director: Art Stober
Scenic Designer: Nat Elkitz
Stage Manager: Tony Mammarella
Origination: Midway Theatre, Atlantic City (N. J.) Steel Pier
Production Cost: Approximately $10,000 weekly

FOR THE PAST several years, Paul Whiteman has concentrated his television efforts toward discovering and nurturing young talent in the entertainment field. He has been eminently successful and several of his discoveries are headed toward stardom.

The popularity with teen-agers of Mr. Whiteman's *Tv Teen Club*, which completed its cycle on ABC-TV in March, has prompted that network to place Mr. Whiteman in a program of similar format originating from Atlantic City. Much of the appeal of such a program rests on the calibre of the talent. On the premiere program on May 30, the youthful entertainers were only fair, but the law of averages should work in favor of an upgrading in quality.

Mr. Whiteman demonstrated that he is still a master showman and has an ingratiating way with youngsters who call him affectionately "Pops." Unfortunately, in his present time slot, Mr. Whiteman is working against a formidable opposition in CBS-TV's *Toast of the Town* and NBC-TV's *Comedy Hour*. Unless he comes up with exceptional young talent, it is reasonable to assume that only the rabid Whiteman fan will turn to the ABC-TV show.

Survival Is Possible

This is not to say that the program does not have interesting potentialities. It is reported that ABC-TV is offering *On the Boardwalk* as summer programming with the expectation that it will be transferred to a more favorable time slot if it achieves the popularity of *Tv Teen Club*. There is no reason to believe that Mr. Whiteman, with a background of more than 30 years as a successful showman, cannot round up enough young talent to sustain audience interest in this venture.

An interesting sidelight to the new program is that it marks the debut of Atlantic City as an origination point for a network television show. One suggestion that may prove interesting would be to include on each week's program a series of filmed clips of various Atlantic City landmarks. This may serve to capture more faithfully the flavor of this favorite oceanside resort.

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WKMF is Flint's most popular radio station . . . proven by a local impartial survey. Flint's only 24 hour 'round the clock music-news station with top radio personalities, including Flint's No. 1 disc jock, Jim Rockwell and two others in the top bracket. Here is area saturation for your sales message in the billion dollar Flint market. Here is the way to increased profits for you in 1954. And remember! WKMF is in the Michigan Golden Triangle . . . the 6 billion dollar market that's ripe for the picking.

WKMH—WKHM—WKMF . . . package buy of these 3 strategically located Michigan stations offers you maximum coverage at minimum cost.

Michigan's Golden Triangle

WKMF Flint

WKHM JACKSON 1000 WATTS

WKMH DEARBORN—5000 WATTS 1000 WATTS—NIGHTS

MICHIGAN — 1000 WATTS

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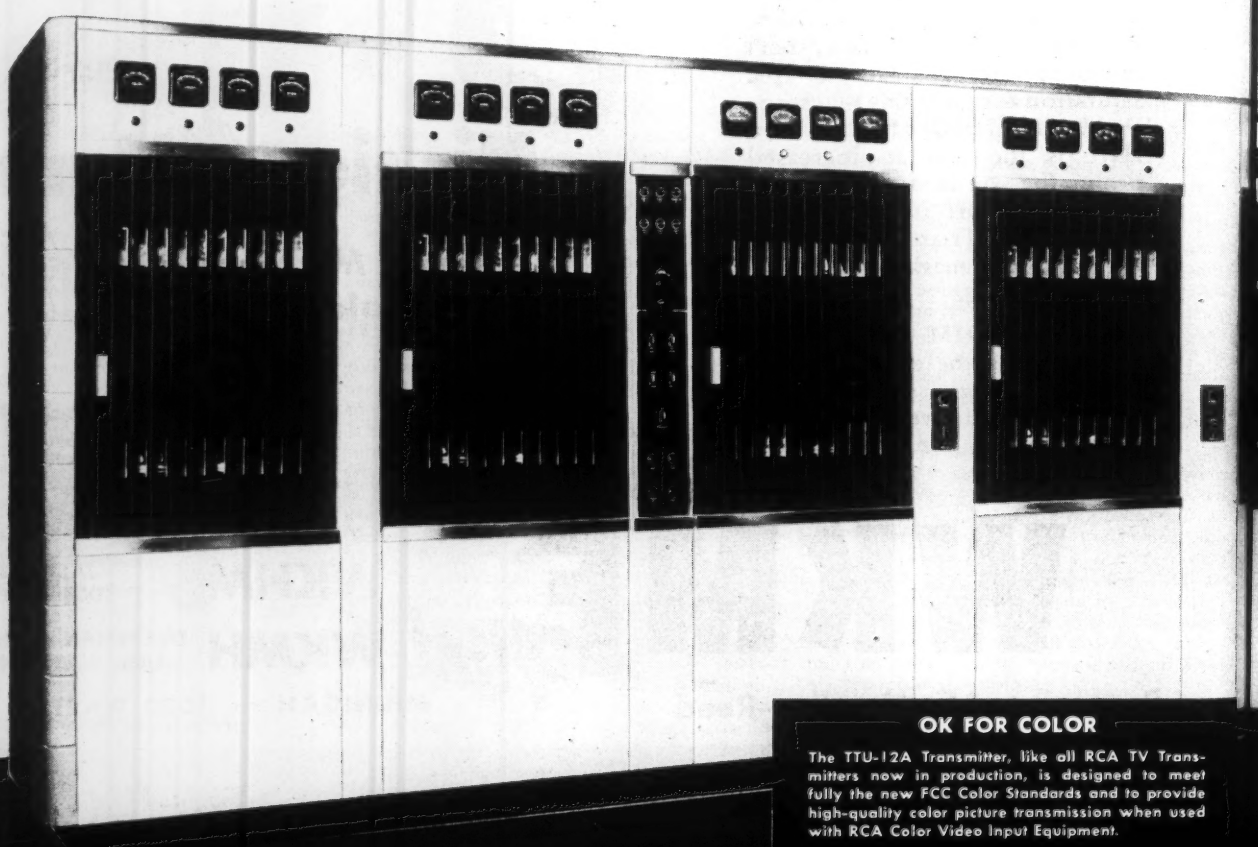
This new RCA 12.5-kw UHF Transmitter uses conventional-type tubes throughout, including the new small-size RCA-6448's in the aural and visual output stages. These are the kind of tubes your engineer knows and understands, and they are used in the kind of circuits he is used to working with. Not only are these tubes better than complicated types, but you can get them from any RCA tube distributor.

This new RCA 12.5-kw UHF Transmitter is the result of several years of intensive development work. Actually, RCA could have shipped high-power UHF transmitters sooner if the engineers had been content to meet ordinary performance standards. But RCA engineers insisted on performance which would provide both superior monochrome pictures and excellent color performance. This turned out to be much harder than expected. Obtaining wide-band response, straight-line linearity and constant phase shift necessary for color is difficult. However, one by one the necessary circuits were worked out until finally the design was perfected.

Now we have it. A transmitter that is *designed for color.* With this trans-



OK FOR COLOR

The TTU-12A Transmitter, like all RCA TV Transmitters now in production, is designed to meet fully the new FCC Color Standards and to provide high-quality color picture transmission when used with RCA Color Video Input Equipment.

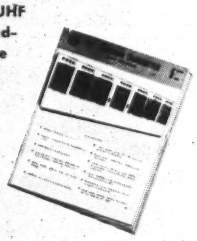
power UHF

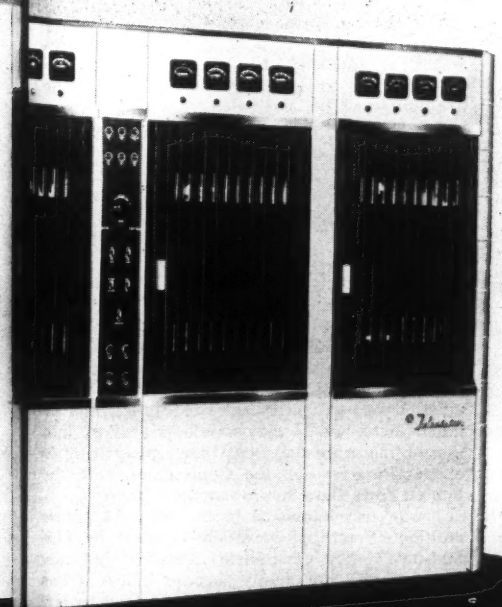
Type Tubes

mitter, when color comes to your station, you will have no extra cost for transmitter conversion.

Those who have waited for this transmitter will be happy they did. Those who have not ordered yet, may now do so with assurance. Those who still have doubts may see it in operation at Camden. See your RCA Representative to arrange an inspection trip.

ASK FOR BULLETIN . . . For complete information on the RCA 12.5-kw UHF Transmitter—call your RCA Broadcast Representative. Ask for the fully illustrated, 12-page brochure describing RCA's Hi-power UHF transmitter.





Conventional, small-size,
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RCA-6448 Power Tetrode—heart of the TTU-12A, 12.5-kw UHF Transmitter.

It is used in the kind of circuits every station man knows how to tune.

It saves power and tube costs (up to $34,000 over a ten-year period).

It's small, fits into easy-to-handle cavity assembly.

It's a standard type—can be obtained from your local RCA Tube Distributor.

One type covers the entire UHF band, 14-83.

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RCA

RADIO CORPORATION OF AMERICA

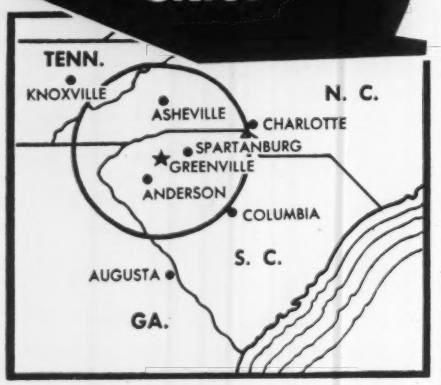
ENGINEERING PRODUCTS DIVISION CAMDEN, N. J.

WFBC-TV

100KW POWER

2204 FT. ANTENNA

"Giant of Southern Skies"



. . . boasting more people and larger income within 100 miles radius than Atlanta, Jacksonville, Miami, or New Orleans, WFBC-TV is truly the "Giant of Southern Skies," and a powerful new advertising medium in the Southeast.

HERE'S THE WFBC-TV MARKET
(Within 100 miles radius)

Population	**2,924,625 People**
Income	**$3,174,536,000**
Sales	**$2,112,629,000**
Television Homes	**277,622***

Market Data from Sales Management
*TV Homes: Figures from CBS Tel. Res. Dept., compiled by A. C. Nielsen Co. as of Nov. 1, 1953—plus RETMA set shipments in the 100 mv. contour since Nov. 1, 1953.

Write now for Market Data Brochure and Rate Card. Ask us or our Representatives for information and assistance.

Channel 4
WFBC-TV
Greenville, S. C.

NBC NETWORK

Represented Nationally by

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OPEN MIKE

Split Conventions?

EDITOR:

How many stations feel that this year's NARTB joint convention of radio and television ought to be the last one and that henceforth, our esteemed trade association should operate two separate conventions, one restricted to radio only, the other to tv?

The good of such conventions is now divided, and with the increasing emphasis being placed on tv, it is high time that radio only interests had a meeting to themselves. . . .

Personally, we see no more reason to attend any future convention where tv dominates than to go into a motion picture or newspaper publishers convention. We have elected to follow the radio only course and know there are many others who would welcome a fast moving meeting of sales and program and promotion ideas applicable to radio.

Such a change is inevitable. The question is will the NARTB management recognize it, before radio forces the action? . . .

Steve Cisler, President
KEAR San Francisco

Palm Springs Footnote

EDITOR:

A short time ago I asked our Dr. Ellett to check up on Telemeter's Palm Springs operation. He told me today that there had been just two changes:

1. Telemeter has shut down its subscription television operation for the summer.

2. A mechanical seal such as used on freight cars has beel placed on the unit that creates the jitter in the set. There are no other changes.

In other words, the technical installation at the end of the Telemeter Palm Springs operation was the same as at the beginning. The picture could be brought in clearly, *without payment*, on any television receiver that has a continuous tuner, or on any other television receiver by a slight change in the tuning channel adjustment. The sound could be picked up on any standard fm receiver. Neither their picture nor sound is coded or jittered or mussed up to the non-paying public.

Ted Leitzell, Dir. Publ. Rel.
Zenith Radio Corp., Chicago

[EDITOR'S NOTE: For full report on Palm Springs Telemeter see B•T, May 3.]

The Seeing Eye

EDITOR:

. . . I think every broadcaster in the United States who is interested in the rights, duties and privileges of the broadcast medium in its coverage of important events for the enlightenment of the American people should know about the high tribute paid to the effectiveness of the television camera as a reporter as this tribute was printed in one of the world's greatest newspapers and as written for that newspaper by one of the nation's top Washington news experts.

In the *New York Times* of Sunday, May 30, James B. Reston wrote a column entitled "Unintended Achievements of Senator McCarthy." In detailing the things which have happened to Senator McCarthy, and the change in political attitude toward him as a result of the hearings, Mr. Reston wrote this:

"This has been achieved in large measure by the television camera, that ruthless reporter. One cannot remain indifferent to Joe McCarthy in one's livingroom. He is an abrasive man. And he is recklessly transparent.

"The country did not know him before, despite all the headlines. Now it has seen him. It has had a startling but accurate presentation of his ideas, his tactics, his immense physical power and it is at last basing its judgments now on first hand observation. . . ."

This is precisely what many of us have been saying about the value and unassailable truth of reporting as done by a completely objective television camera's eye. This is the point that we tried to make on the "Freedom of Information" panel at Chicago. It is obviously impossible to turn a television camera on and let it run through all sorts of proceedings. It is, however, quite possible at a financial sacrifice to the broadcasters to turn a television camera fully on events of transcendent importance to our lives and our times. . . . What the television camera has accomplished in these hearings, as in others, is the simple act of opening the door and permitting every American to figuratively enter the room and hear and see from a front row seat. No medium of information in the history of the world has been able to accomplish this and every broadcaster should recognize it, be tremendously proud of it, and determinedly willing to fight for it in the future.

E. R. Vadeboncoeur, President
WSYR-AM-TV Syracuse, N. Y.

Sundays Too

EDITOR:

We appreciated your story on page 58 of the May 24 issue noting that we will become an NBC affiliate.

I would like to make a correction in that we do broadcast Sundays and have for 19 years. We operate from 7:30 a.m. to midnight on Sundays.

Robert Wells, Manager
KIUL Garden City, Kan.

Dissent to Hennock

EDITOR:

In regards to the current Potter Hearings, Commissioner Hennock might as well advocate the freezing of am stations and make them all move to the fm band.

The effect on broadcasters and the listening public would be the same as her current proposals [to move all tv to uhf].

It amounts to depriving individuals of their livelihood and it's disgusting.

H. M. Danaceau, Staff Sgt.
Lackland A.F.B.
San Antonio

Facts, Not Fancies

EDITOR:

I thought that your article entitled "Can Uhf Engineering Compete with Vhf Engineering" [B•T, May 24] to be most interesting. Although the engineers seem to agree in a general way on some of the subjects, I note that there is considerable disagreement on many of the details. I tend to feel that the industry would be much better off if they would put effort into assembling more real facts than endeavoring to excite Congress and the Commission with the limited facts that they apparently have.

I was also interested in the May 24 article entitled "Freeze of New Vhf's Asked by Uhf Stations." My experience indicates that any proposal will not finally succeed unless it can stand the test of public interest. I tend to feel that many of the proposals made by the uhf stations will not stand the test of public interest. They apparently are designed only for the interest of a few and give no consideration to the public viewpoint.

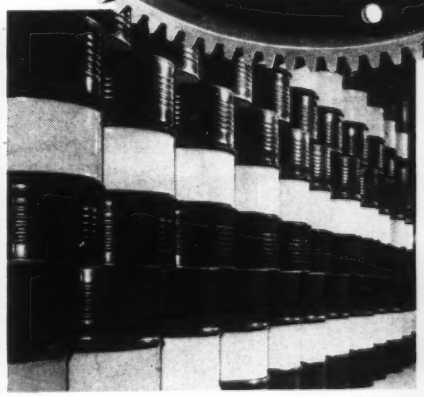
A. Earl Cullum Jr.
Consulting Radio Engineer
Dallas

Only STEEL can do so many jobs so well

Here's A Lucky Lady. She not only owns a fine collection of pots, pans, cutlery and kitchen tools made out of beautiful, corrosion-defying stainless steel, but she also has the good fortune to be able to do kitchen chores at an easy-to-keep-shining, sanitary sink of USS Stainless Steel!

Steel Travels In The Best Circles. Maybe you'll never find yourself in desperate need of a big circle gear like this, but if you do, United States Steel can fabricate one for you, neatly, skillfully and using the best steel for the job. For United States Steel custom-fabricates to your requirements almost anything made of steel . . . from church steeples to bridges, from dam gates to grain bins. And erects them, too.

Hurricane Damage? No, this demolition job is being done on purpose . . . to make way for some new, modern buildings in a large eastern city. But whether buildings are going up, or being torn down, most of the "burden" is carried by the wire rope with which the big cranes, hoists and diggers are strung. It has to be strong, tough, reliable . . . and it is, when it's USS Tiger Brand Wire Rope.



Drums That Are Hard To Beat. Strong, leak-proof steel drums, made by United States Steel, are unsurpassed as containers for shipping almost anything anywhere. You'll find them traveling all over the world, bearing gasoline, paint, chemicals, foods, scores of other commodities. Only steel can do so many jobs so well.

MANUFACTURED FROM USS STEEL UNITED STATES STEEL

This trade-mark is your guide to quality steel

SEE THE UNITED STATES STEEL HOUR. It's a full-hour TV program presented every other week by United States Steel. Consult your local newspaper for time and station.

UNITED STATES STEEL

For further information on any product mentioned in this advertisement, write United States Steel, 525 William Penn Place, Pittsburgh 30, Pa.

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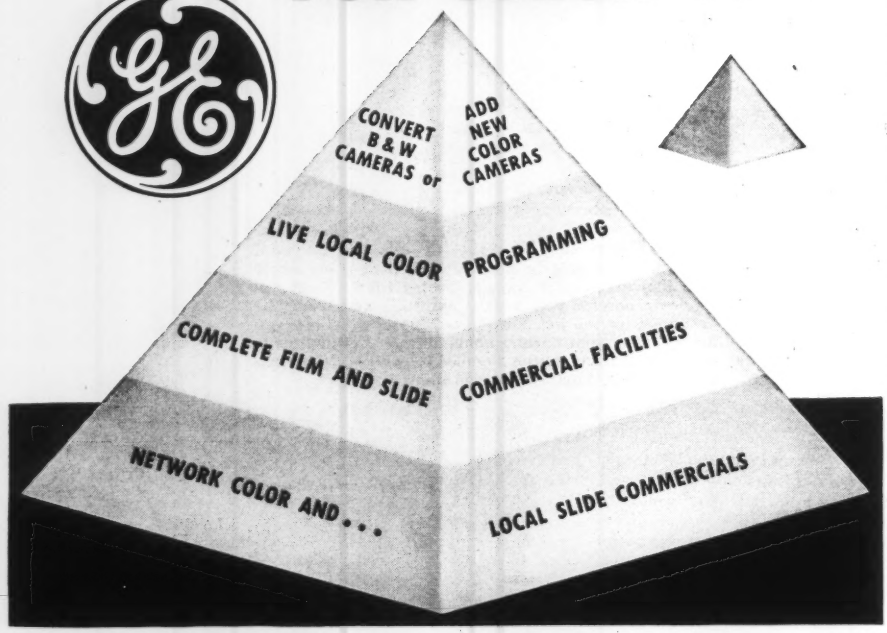
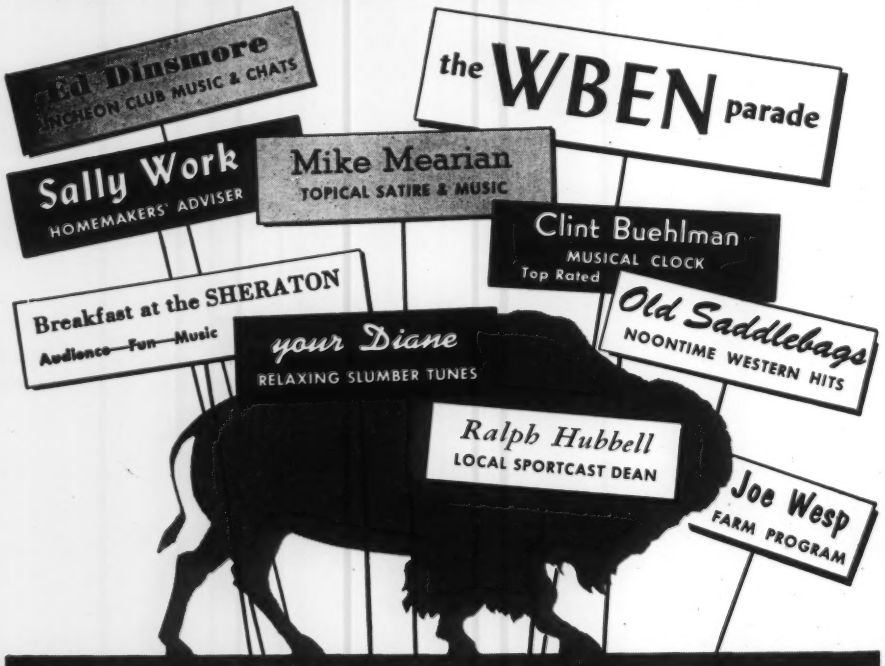
UNITED STATES STEEL HOMES, INC. • UNION SUPPLY COMPANY • UNITED STATES STEEL EXPORT COMPANY • UNIVERSAL ATLAS CEMENT COMPANY 4-1445

Have you seen the

PYRAMID PLAN FOR COLOR TV





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BUFFALO EVENING NEWS STATION

MILESTONES

► ROGER W. CLIPP, general manager of *Philadelphia Inquirer* stations WFIL-AM-TV Philadelphia, celebrated his 25th anniversary in the broadcasting industry June 1. Mr. Clipp began his career with NBC in 1929, and has been a WFIL executive since 1935.

► ABC Radio's *Breakfast Club* will celebrate its 21st anniversary June 23. The show has been simulcast with ABC-TV since last Feb. 22. Current sponsors are Philco Corp., Quaker Oats Co., Swift & Co. and Toni Co. (Bobbi, White Rain). ABC says the tv version has realized high viewer ratings and also helped the radio audience.

► ABC Radio's *America's Town Meeting of the Air* (Tues., 9-9:45 p.m. EDT) has begun its 20th year of broadcasting.

► ALASKA Broadcasting System celebrated its 30th year of operation last week. The first station of the network, KFQD Anchorage, went on the air May 27, 1924, and through the years, the firm acquired KFRB Fairbanks, KIBH Seward, KINY Juneau, KTKN Ketchikan and KIFW Sitka. William J. Wagner is president and founder of ABS.

►CHIEF ENGINEER Harry Broderick of WDRC-AM-FM Hartford, Conn., observed his 13th anniversary with the station this month.

►WPTF Raleigh, N. C., celebrated 25 years of affiliation with NBC May 15. The station received a silver plaque from NBC and was saluted on four network programs the same day.

►THE 15th consecutive year of sponsorship of the *Young America Sings* program by Sears Roebuck & Co. has been announced by WMC Memphis, Tenn. The program's audience has doubled since it first went on the air and approximately 8,000 children have been auditioned since 1939.

► GOLDEN JUBILEE was celebrated by the Leland Powers School of Radio & Television, Boston, May 19-22.

FIRST birthday cake for KMBC Kansas City *Sports Quiz With the Experts*, created for Theo. Hamm Brewing Co., is shaped like an Indian tom-tom. The cake-cutters are (l to r) George Higgins, KMBC-AM-TV vice president-managing director; Sam Molen, show moderator, and Arthur B. Church Jr., son of the stations' founder.

Bonus from Mt. Washington TV

$7,400 GUNTHER JAECKEL MINK

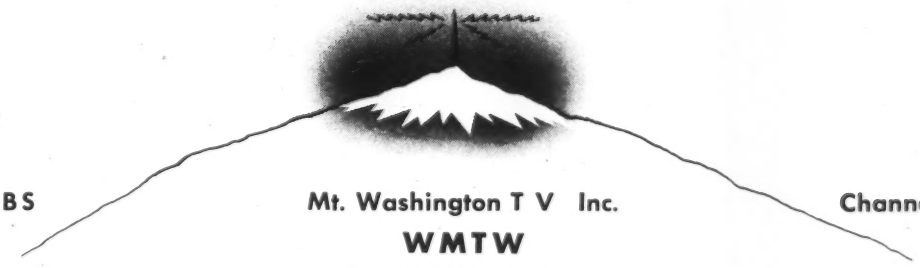
By using America's only "3-state one-station TV network" you can save the cost of a $7,400 Gunther Jaeckel mink coat in 13 weeks of a 20 second spot campaign. (10 spots per week).

OVER A MILE HIGH

Mt. Washington's more-than-a-mile high TV station covers most of the three states of Maine, New Hampshire and Vermont. On the air in August.

BAGS THEM ALL

Covers virtually all the families local TV stations do. Reaches thousands of families they cannot reach. Costs 49% less than the combination of the 3 TV stations giving next best coverage.



CBS **Mt. Washington T V Inc.** **Channel 8**

WMTW

Represented nationally by

HARRINGTON, RIGHTER & PARSONS, Inc.

"It's not genuine—

but ain't it BIG?"

When it comes to radio coverage of Kentucky, it's easy to go overboard on "bigness". Kentucky is big, all right—so big that you need *many* of the State's 50 radio stations to reach it all.

5000-watt WAVE offers you a smarter tack—concentration in the big Louisville Trading Area, *exclusively.* This densely-populated market accounts for 53.9% of Kentucky's retail sales, 50.8% of its food sales, 59.2% of its drug sales—and you get it all with WAVE alone!

Ask NBC Spot Sales for all the facts.

5000 WATTS

NBC AFFILIATE • **WAVE LOUISVILLE**

NBC Spot Sales, *Exclusive National Representatives*

ROY WILLIAM WINSOR

on all accounts

ROY WILLIAM WINSOR, vice president in charge of radio-tv creative programming for Biow Co., New York, started in the business as a winner.

While still at Harvard, where he was Ivy Orator—a distinction not rated lightly in either Ivy or oratorical circles—he was awarded a CBS apprenticeship, the result of a competition where many (300) were called, but few (6) were chosen. That was in 1936.

He went to work at the network for $25 a week, working for three months in each of four departments: script, production, program building and research, the latter under a man named Frank Stanton who is still with the firm.

In 1937 station manager Earl Gammons offered Mr. Winsor a position at WCCO Minneapolis as assistant program production manager. He accepted the offer and remained with the station for the next three years. During that period he met and married Miss Martha Ricker. While on his honeymoon in Chicago, his birthplace, he was invited by Clarence Menser, production manager of NBC midwest programming, to remain in town as a dramatic director. He accepted the invitation and subsequently directed such shows as *Vic and Sade, Story of the Month, Betty Crocker* and others.

In April 1940 he joined Leo Burnett Co., Chicago, as radio director. At that agency he purchased the H. V. Kaltenborn news show for Pure Oil and placed all media buys in radio.

In May 1941 he returned to NBC as a director and served until September of the same year when he moved to Blackett, Sample & Hummert, (now Dancer-Fitzgerald-Sample) as supervisor of eight Procter & Gamble radio shows. He remained with the firm as radio director of DFS, a position he held until 1945 when he resigned to freelance. During his period of freelancing he directed half-hour version of *Vic and Sade,* wrote and directed *Sky King,* supervised *Ma Perkins* and created *The Public Life of Cliff Norton.*

In 1950 he joined Biow Co. in New York as television director. Two years later he was appointed vice president in charge of radio-tv creative programming for the agency, which bills close to $30 million in radio and television annually. Currently he actively supervises *Search for Tomorrow, Love of Life, Secret Story* and *Nothing but the Best.*

The Winsor's have four children, Ann 14; Mary 12; Ricker 9, and Catherine, 2.

The family lives in Pelham Manor. Mr. Winsor's hobbies are photography and golf.

11th in television potential

March, 1954 data from Television Magazine ranks American markets according to population in the coverage area of the most powerful television station in each market.

Charlotte stands 11th in line, outranking such markets as Baltimore, Minneapolis, Buffalo, Kansas City, Washington and Atlanta.

Only Charlotte and Atlanta among southern cities make the first 20, and Charlotte's rank is a move upward from 12th in 1953.

The signs of Charlotte are signs of a market far more important than city size indicates. Ranking only 72nd in the nation in city size, Charlotte is 55th in 1953 construction, 36th in wholesale sales and 4th in emplaned air passengers per capita.

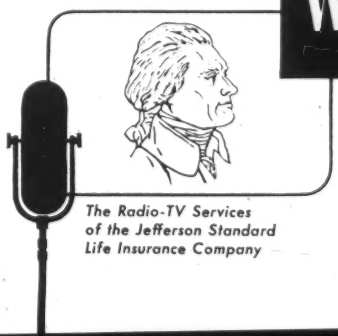
Equally outstanding are Charlotte's great area stations, 50,000 watt WBT and top power WBTV, 100,000 watts on Channel 3, deserving the first appropriations of any advertiser doing business in the Carolinas.

WBT-WBTV

CHARLOTTE, N. C.

Coverage to Match the Market

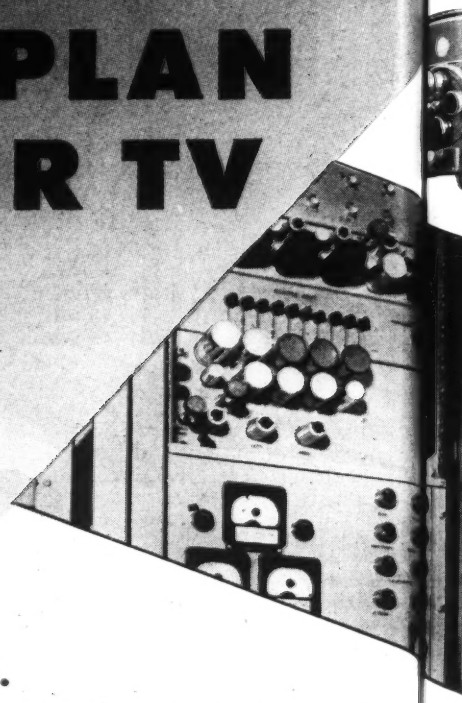
Represented Nationally by CBS Radio and Television Spot Sales



The Radio-TV Services of the Jefferson Standard Life Insurance Company

New! Practical! Economical!

PYRAMID PLAN FOR COLOR TV



Here's how to take color TV *in stride* at your station. Here's how to capture any part of the rainbow you want and have it fit your purse perfectly. The G-E *Pyramid Plan For Color* applies to all broadcasters—small or large alike—because it stair-steps equipment facilities...because it stands for realistic color telecasting.

With G-E Chromacoder systems you enjoy not only exceptional performance but maneuverability on remotes...stable operation ...and greatly reduced maintenance costs. Only with G-E do you stand a chance of converting black & white cameras to color application—a tremendous potential saving. For film or slide facilities, nothing on the market today approaches General Electric's inherent quality.

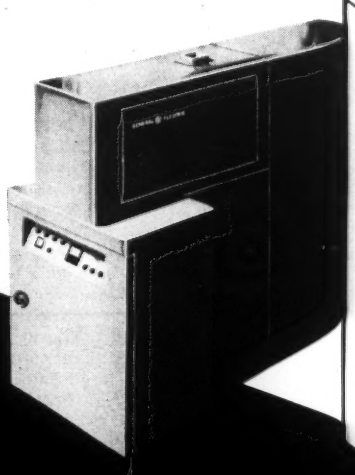
Add up all these advantages and you'll decide to *plan your color future with General Electric.*

2.

COMPLETE FILM and SLIDE FACILITIES. G-E's basic slide scanner was designed for integrated use *with one or two* continuous motion film scanners. The complete combination occupies just 32½ square feet of floor space. Here is the ultimate in versatile equipment for local commercials and film programming in full color.

1.

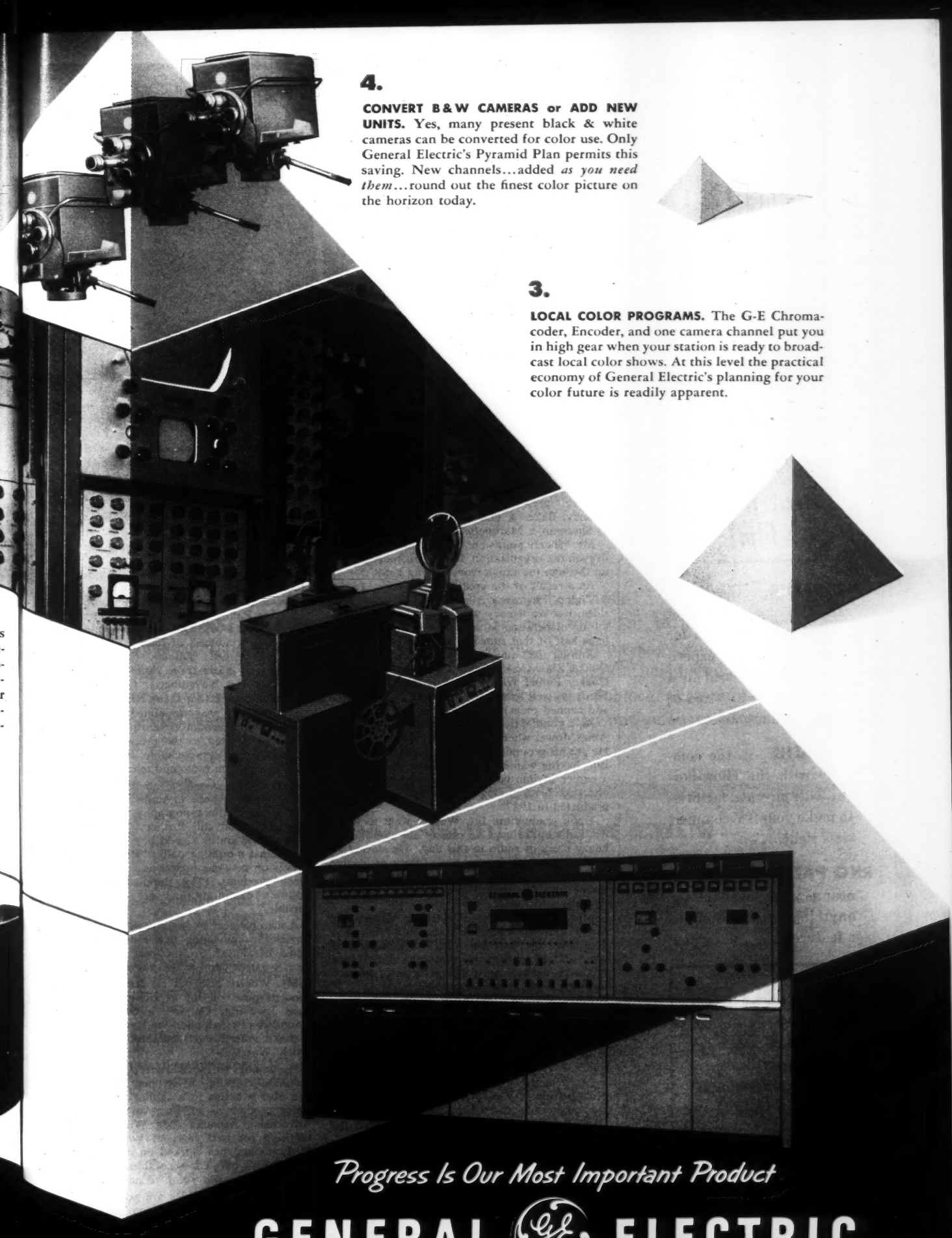
NETWORK COLOR and SLIDE COMMERCIALS. Step one requires low cost conversion of existing transmitters. New G-E units will incorporate the color provision. If you've progressed to this point and corrected your transmitter already, G.E. makes it easy to telecast local commercials with an exceptional 2" x 2" color slide scanner and scanner channel.



Write for FREE information...

Take steps now to have the G-E Pyramid Plan For Color presented to you. Call our local field representative and chalk up a first in color for your station. Or, write: *General Electric Company, Section X264-7, Electronics Park, Syracuse, New York.*

In Canada, write: C. G. E. Electronics, 830 Lansdowne Avenue, Toronto.



4.

CONVERT B & W CAMERAS or ADD NEW UNITS. Yes, many present black & white cameras can be converted for color use. Only General Electric's Pyramid Plan permits this saving. New channels...added *as you need them*...round out the finest color picture on the horizon today.

3.

LOCAL COLOR PROGRAMS. The G-E Chromacoder, Encoder, and one camera channel put you in high gear when your station is ready to broadcast local color shows. At this level the practical economy of General Electric's planning for your color future is readily apparent.

Progress Is Our Most Important Product

GENERAL ELECTRIC

YOUR TV COMMERCIAL REALLY COMES TO LIFE

. . . when RKO PATHE professionals put it on film!

RKO PATHE . . . the organization of experts who get everything you hoped for on the screen . . . experienced talent ripened in a background of 31 years of successful film-making. . . .

RKO PATHE . . . the company with the know-how . . . with physical facilities to make your TV commercials right. . . .

RKO PATHE . . . service as near as your phone . . . for anything from a spot to a feature!

RKO PATHE, INC.
"The Professional Company"
625 Madison Avenue,
New York 22, N. Y.
Phone: PLaza 9-3600

our respects

to LAWRENCE ALBERT WHERRY

CREATIVE COPY is at once the keystone and guidepost to successful operation of an advertising agency. Added to that is the prudent and meticulous selection of major media on your accounts.

That is a sketchy but nonetheless significant summation of the basic principles held by Larry Wherry, president of the newly-established Wherry, Baker & Tilden Inc., successor agency to Sherman & Marquette in Chicago.

Mr. Wherry points out that most of the executives in the organization, himself included, came up through the ranks from writing copy.

As a result of the creation of Wherry, Baker & Tilden, Lawrence Albert Wherry today presides over an agency with an estimated annual billing of between $6 and $7 million, with perhaps half of that sum in radio and tv.

Among its major accounts are those of Quaker Oats Co.'s Quaker Oats, Mother's Oats, Quaker Puffed Wheat and Rice and Ful-O-Pep Feeds, as well as Oscar Mayer & Co. (domestic and canned meat).

As a youth Mr. Wherry lived on a farm near Ames, Iowa, where he was born Jan. 22, 1907. He got his grounding in agriculture and journalism, having wanted to settle from the start for a career in journalism and/or advertising. He attended Iowa State College, from which he graduated in 1927.

Upon graduation, Mr. Wherry went to work for Ralston-Purina Co., one of the continuous heavy users of radio to this day. He started as a copy writer, then went on to work on dealer and direct mail material, traveling the scope of the country for about three years and covering virtually every state.

Mr. Wherry's tenure with Ralston-Purina ran 15 years—from 1927 to 1942—and was dominated by "creative work." He supervised copy and advertising plans on the major feed products, as well as working on sales promotion and dealer promotion projects.

Larry Wherry's first brush with radio came in 1931 when he wrote commercials for a morning program on WLS Chicago. In succeeding years he was involved in a folk music program on KMBC Kansas City and other stations.

Mr. Wherry's first "intensive" experience with broadcasting was in 1937 when he developed a 15-minute transcribed musical show on about 50 stations for Purina Feeds. It heralded the beginning of a new era for Ralston-Purina advertising: It became and still is the largest user of radio in the farm field.

Mr. Wherry had become somewhat of a specialist on feeds, a leaning which persuaded him to accept an invitation from Arthur Marquette to join Sherman & Marquette in 1942.

Mr. Wherry took over copy responsibility for Ful-O-Pep's *Man on the Farm* show, then transcribed on 50 stations. Later it moved to the MBS network.

Additional radio responsibility came when the *Terry and the Pirates* network show was bought for Quaker Puffed Grains in 1942. In 1948, Quaker and Mother's Oats came to Sherman & Marquette and took on *Roy Rogers* on MBS. What is now *Sergeant Preston of the Yukon* also came to the airwaves, and later, the *Gabby Hayes* and *Queen for a Day* radio shows.

In 1949 Oscar Mayer joined the Sherman & Marquette agency fold as a national client. Today, it uses radio programs and radio-tv spot.

Quaker Puffed Grains bought *Contest Carnival* on CBS-TV and Quaker Oats is buying two days of the simulcast of Don McNeill's *Breakfast Club* on ABC radio-tv. (It has sponsored the show on radio three times weekly, 8-8:15 a.m. since last November.) Quaker also had the *Gabby Hayes Show* on NBC-TV.

Mr. Wherry was appointed executive vice president of Sherman & Marquette in January 1952 and boosted to the presidency last July. An easy-going, approachable executive, he has his own views on radio and television. Says he:

"Advertising is a creative business and we try to stress it here in terms of plans, copy, selection of media, typography, layout and even research." And still further: "Radio still has the audience and is a good buy." On tv and the cry against mounting costs: "Probably the best answer on network programs is the sharing between products. The important thing is to maintain continuity and get in as often as possible."

A firm believer in daytime radio, Mr. Wherry carries the conviction that radio must be "selected carefully" for the best results. Again, here, creative copy is the keystone.

Mr. Wherry also put his feed experience to good purpose, serving as vice chairman of the Feed Industrial Council, a combine of feed manufacturers, suppliers and retailers designed to make better use of available feedstuffs during World War II.

He belongs to the Western Advertising Golfers Assn., serving on its board of governors, and also is active in a similar capacity on the Chicago Council of the American Assn. of Advertising Agencies. Mr. Wherry taught advertising for two years at Washington U. in St. Louis and has worked on examinations for students as part of a notable AAAA project designed to recruit youth to advertising.

Mr. Wherry's hobbies are golf, bowling and curling. He lives in Evanston, Ill., a Chicago suburb, with his wife, the former Frances McGregor of St. Louis.

You've Got to TALK THEIR LANGUAGE to SELL 'EM!

That's why America's top independents are doing such a good selling job for national advertisers everywhere. Independent radio stations *never stop* catering to local tastes, talking to their listeners in everyday, familiar terms that sell more because they are more understandable, more believable!

If you too want to achieve better impact for your selling message, contact any one of the top independent stations listed below. All are staffed with powerful local personalities who know their market, can put across your story.

These Top Independents Can SELL THEIR HOME MARKETS!

WCUE	— Akron, Ohio	**WMIL**	— Milwaukee, Wisconsin	**KREM**	— Spokane, Washington
WCOP	— Boston, Mass.	**WKDA**	— Nashville, Tennessee	**WTXL**	— Springfield, Mass.
WDOK	— Cleveland, Ohio	**WAVZ**	— New Haven, Conn.	**KSTN**	— Stockton, California
KMYR	— Denver, Colorado	**WTIX**	— New Orleans, La.	**KSTL**	— St. Louis, Missouri
KCBC	— Des Moines, Iowa	**KBYE**	— Oklahoma City, Okla.	**WOLF**	— Syracuse, New York
WIKY	— Evansville, Indiana	**KOWH**	— Omaha, Nebraska	**KFMJ**	— Tulsa, Oklahoma
KNUZ	— Houston, Texas	**KXL**	— Portland, Oregon	**KWBB**	— Wichita, Kansas
WXLW	— Indianapolis, Indiana	**KITE**	— San Antonio, Texas	**WNEB**	— Worcester, Mass.
WJXN	— Jackson, Mississippi	**KSON**	— San Diego, California	**CKXL**	— Calgary, Alberta, Canada
KLMS	— Lincoln, Nebraska	**KYA**	— San Francisco, California	**CKNW**	— Vancouver, B. C., Canada
WKYW	— Louisville, Kentucky	**KEAR**	— San Mateo, California	**CKY**	— Winnipeg, Manitoba, Canada
WMIN	— Minneapolis—St. Paul, Minn.	**KOL**	— Seattle, Washington		

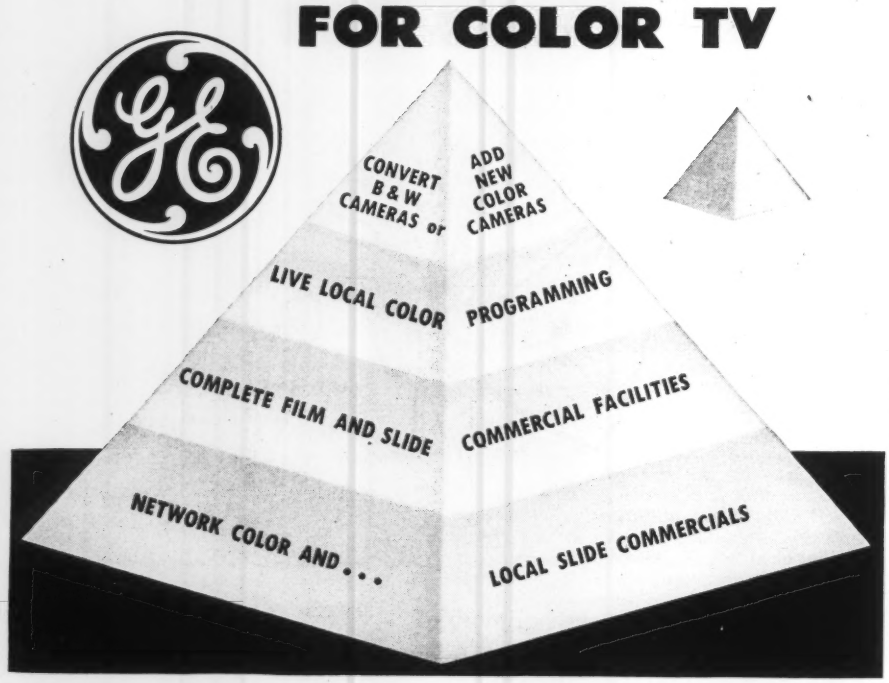
They are all members of AIMS — Association of Independent Metropolitan Stations — each the outstanding *independent* station in a city.

ASSOCIATION OF INDEPENDENT METROPOLITAN STATIONS • AIMS

Aim for BULL'S-EYE results...with the AIMS GROUP

Have you seen the

PYRAMID PLAN FOR COLOR TV



THE DETROIT AREA'S MOST POWERFUL TV STATION

CHANNEL 9 CKLW-TV

325,000 WATTS

JOINS CKLW's*

50,000 WATT AM and FM RADIO

To give you the most economical, most powerful combination coverage in the 5th largest market.

* Beginning about Sept. 1

AM DIAL 800 TV CHANNEL 9

CKLW

Adam J. Young, Jr., Inc., National Rep. ★ J. E. Campeau President

IN PUBLIC SERVICE

Stratton Reports Via WBBM-AM-TV

REPORT on President Eisenhower's Conference of Governors by Illinois Gov. William Stratton was simulcast by WBBM-AM-TV Chicago. WBBM-TV newscaster Julian Bently interviewed the governor and narrated the program. Kinescopes and recordings are being made available by WBBM-AM-TV to other stations outside the city.

'The Year Nobody Gave'

WPTZ (TV), WFIL-TV and WCAU-TV Philadelphia are cooperating in presenting a 15-minute film titled *The Year Nobody Gave*. The film tells what might happen if contributors suddenly stopped supporting community campaigns. *The Year Nobody Gave* is one of a series of films sponsored by the 1954 Allied Jewish Appeal.

Minnesota Highway Safety

A SPECIAL half-hour broadcast over WCCO Minneapolis-St. Paul launched a summer-long highway safety campaign in 145 counties of Minnesota, South Dakota and Wisconsin. Featured in the drive are two contests offering three 1954 Ford Ranch Wagons to be awarded to the three counties which do the best overall job of promoting highway safety and $1,500 in U. S. Savings Bonds for 4-H Club members competing by writing essays on "What Can 4-H Members Do to Promote Highway Safety?" In addition there are 145 other awards. Cooperating with WCCO in the campaign are the Agricultural Extension Services of Minnesota, South Dakota and Wisconsin, the Ford Dealers of the Northwest, and the Twin City Federal Savings & Loan Assn.

Mayor Cites KQV Program

IN A MESSAGE recorded for the broadcast, Pittsburgh Mayor David L. Lawrence commended *It Pays to Know*, public service safety program of KQV Pittsburgh, on its 300th airing. The program, sponsored by the Better Traffic Committee, originally honored police officers prominent in safety promotion and since has altered its format to give contestants opportunities to win awards for answering safety questions. Mayor Lawrence stated that when the program first went on the air in 1948 there were 84 traffic fatalities in the Pittsburgh area. This was reduced last year to the all-time low of 51, due greatly to the flow of traffic education material made available by the program, he said. *It Pays to Know* previously has been cited by the National Safety Council for contributions made to accident prevention.

KFAB Covers Polio Shots

SPECIAL half-hour documentary program, *After Many a Summer . . . Victory*, was aired by KFAB Omaha, Neb., as a tie-in with Douglas County's mass polio vaccinations. The program included on-the-scene interviews in schools, where inoculations were made, and in hospital polio wards. The program was written and produced by Sam Cohen, staff writer, in cooperation with the local chapter of the National Polio Foundation and the City Council Health Dept.

KING Promotes D (for Dump) Day

"CLEAN-UP WEEK" in Seattle and King County, Wash., was kicked off by KING Seattle to encourage citizens to clean up, paint up and fix up. KING disc jockeys handled remote broadcasts from city dumps as community clubs throughout the city strived to make D-Day (Dump-Day) the "biggest day of business" in the history of dumps.

Bring local scenes to your TV screens

CINE-KODAK SPECIAL II CAMERA, 16mm.

Ideal for news...advertising...special events

Here's how you can bring new sparkle, new force to news programs—with on-the-scene *films* of local events that you can telecast any time at your convenience. Here, too, is how you can increase advertising income—by producing commercials *on film.*

One 16mm. motion-picture camera—the Cine-Kodak Special II—has everything you need! Fades, dissolves, mask shots, slow motion, multiple exposures are just a few of the effects you can get without special apparatus! Famous Ektar Lenses—Kodak's highest quality—assure clear, faithful pictures that will telecast sharply.

For greater impact, lower operating costs, and increased income, equip *your* station with the Cine-Kodak Special II. See your Kodak Audio-Visual Dealer for complete information and prices...or just mail the coupon below.

EASTMAN KODAK COMPANY, Dept. 8-V, Rochester 4, N. Y.

Please send name of nearest Kodak Audio-Visual Dealer and information on: 4-82

☐ Cine-Kodak Special II Camera ☐ Kodascope Pageant Sound Projectors
☐ Eastman 16mm. Projector, Model 25 ☐ Kodascope Analyst Projector

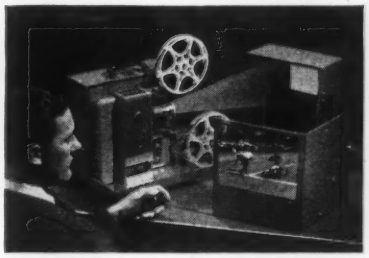
NAME_____ TITLE_____

COMPANY_____

STREET_____

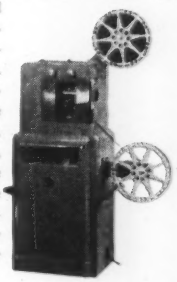
CITY_____ STATE_____
(Zone)

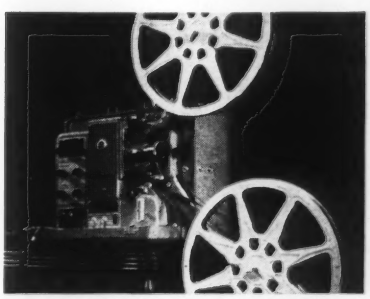
For all your TV movie-equipment needs



ANALYSIS AND EDITING. Especially designed for critical 16mm. film study, the Kodascope Analyst Projector has a special heavy-duty reversing mechanism which permits instantaneous and repeated reversing, without damage either to projector or film. A Daylight Viewer built into the case permits desk-top viewing as well as standard screen projection.

FOR PERMANENT INSTALLATION. The Eastman 16mm. Projector, Model 25, gives sound and visual reproduction comparable to the finest 35mm. projectors. Sealed-in-oil-bath movement, separate motors for blower, reel, and main projector drive, *plus* exceptionally stable drive mechanism, assure ultra-smooth performance. Light source may be either tungsten or high-intensity arc.





FOR OUTSIDE SHOWINGS. The Kodascope Pageant Sound Projector is lightweight, built into a single handy-to-carry case. Easy to set up, thread, and operate, it is a favorite among TV salesmen for showings at advertising agency, client's office, and other outside-the-studio locations. True-rated amplifier, well-baffled speaker, and Kodak's exclusive sound-focusing feature give films optimum sound fidelity. Shown above, the Pageant Model AV-151-S—single-case, 15-watt projector with 8-inch speaker—$440. Five other models from $375.

Prices subject to change without notice.

Kodak

PROOF!

S.A.M.S.

The latest Standard Station Audience Report shows that, in these daytime counties, KWKH reaches 22.3% more people than all other Shreveport stations combined.

HOOPER

In Shreveport itself, the Jan.-Feb. 1954 Hooperatings show the following Shares of Audience:

TIME	KWKH	STATION B	STATION C	STATION D	STATION E
MON. thru FRI. 8:00 A.M. - 12:00 Noon	38.1	19.5	6.2	16.0	19.5
MON. thru FRI. 12:00 Noon - 6:00 P.M.	44.3	21.2†	9.2	6.1	19.4
SUN. thru SAT. EVE. 6:00 P.M. - 10:30 P.M.	54.6		11.2	8.5	24.0

†Adjusted to compensate for the fact that Station B signed off at 5:30 P.M. in January and 6 P.M. in February.

KWKH

A Shreveport Times Station

50,000 Watts • CBS Radio • SHREVEPORT, LOUISIANA

TEXAS / ARKANSAS

The Branham Co., Representatives — Henry Clay, General Manager — Fred Watkins, Commercial Manager

BROADCASTING TELECASTING

June 7, 1954 Vol. 46, No. 22

NBC RADIO READY TO ASK 20% NIGHTTIME RATE CUT

The network's plan for night rate reductions, worked out with NBC Radio Affiliates Committee members to meet a similar cut proposed by CBS Radio, like the latter's would be achieved by discounts. ABC Radio and Mutual indicate no immediate action.

NBC RADIO late last week was preparing to ask its affiliates to accept a 20% cut in compensation for nighttime hours to meet CBS Radio's 20% reduction in evening costs [B•T, May 31].

Plans for the evening-hours rate reduction were worked out in a meeting between members of the NBC Radio Affiliates Committee and network officials Wednesday in New York.

The reduction in cost to advertisers would be achieved, as in the case of CBS Radio's plan, from an increase in the discount structure rather than changes in the rate card itself.

The other national radio networks—ABC and Mutual—gave no indication of plans to follow immediately with any similar moves to make themselves "competitive," although observers predicted the moves would come soon.

Spokesmen for Mutual said that in view of the adjustments they broached to affiliates during their Chicago meeting, encompassing a new plan for the sale of participations plus a new merchandising plan, they doubted any further steps would be taken to adjust MBS rates.

ABC's Position

ABC Radio authorities said no definite moves were planned, but pointed out that in the case of past rate cuts they had moved slowly, not acting until after they had had a chance to confer with affiliates' representatives, and said this procedure probably would be followed in the present case. No meeting of the affiliates committee has been scheduled for consideration of the problem, they said.

CBS Radio meanwhile sent to stations an amendment of their current affiliation contracts, which the network asked to be returned with appropriate signatures by June 18.

In addition to this message, which was signed by Station Relations Vice President William A. Schudt Jr., the affiliates received a telegram from Kenyon Brown, KWFT Wichita Falls, Tex., chairman of the CBS Radio Affiliates Board, pointing out that the board had met with Adrian Murphy, CBS Radio president, and other key officials during the NARTB convention, and that the decision emerged to cut nighttime CBS Radio costs back approximately to those for premium daytime hours. At the same time, Mr. Brown's wire noted, CBS Radio agreed to make 70-second station breaks available to affiliates on "certain commercial programs at night," and also agreed not to extend its sale of "participations," a la NBC, without prior consultation with the affiliates' board.

Date of the CBS Radio reduction in nighttime costs was not spelled out, except that it cannot occur prior to the Aug. 24 termination of the network's one-year commitment to maintain the current rates.

Additionally, it was pointed out that the nighttime reduction requires the approval of stations representing 85% of the CBS Radio rate card, and in sending the affiliation amendment to affiliates Mr. Schudt noted that "in order to make plans for the fall and winter sales campaign, the signed amendments must be in our hands no later than June 18, 1954." He also told the affiliates that "you will be notified promptly, as usual, when the required number of acceptances . . . have been received, which will effectuate the renewal of the amendment as modified."

The affiliation contract amendment sent out by CBS Radio specified that the one-year commitment to maintain current rates would be extended for another year, effective with the date of signing by the affiliate, except that the station compensation with respect to evening periods will be reduced 20% "effective on such date between Aug. 24, 1954, and Aug. 24, 1955, as CBS Radio may specify."

While NBC was preparing its own plan to match CBS Radio's move, there was no indication, either, as to its projected effective date. The assumption was that it would be put into effect at about the time of CBS Radio's.

NBC Radio's plan included nothing additional in the way of lengthened station breaks to compete with those promised by CBS Radio. NBC officials noted that for the past three years NBC has been granting 60-second station breaks preceding eight evening programs, and that since last fall it has been providing affiliates with one-minute station availabilities in the body of network programs sold on the participations basis.

NBC officials, while declining to comment directly on their plans to counteract CBS Radio's move, characterized the other network's reduction as an "act of desperation."

THESE MESSAGES SEEK THE CBS AFFILIATE VOTE

Text of Mr. Brown's wire to the affiliates:

Following meeting of CBS Radio Affiliates in Chicago May 24, and in accordance with directive from CBS Radio Affiliates, your board met with Adrian Murphy and CBS Radio executives. A series of meetings resulted in agreement to adjust night costs to advertisers to approximately premium day costs through additional network discounts conditioned upon CBS Radio making 70-second breaks available on certain commercial programs at night. This will result in extension of August 25 amendment in its present form but with an additional modification affecting station payment nighttime only by an additional 20% reduction.

This will make possible the offering of inducement to network advertisers to purchase nighttime program periods through reduction in costs.

Understanding also (was) reached CBS Radio will not sell participations or announcements other than Power Plan without further discussion with your board. CBS Radio also agreed to cooperative advertising plan and to new qualitative research study.

In the next few days you will receive from CBS Radio amendment extension as modified. It represents what the affiliates meeting in Chicago voted for. Your board recommends that you sign this document immediately and return it to CBS Radio because we believe it offers the best means available for the stations and network to stabilize radio along sound traditional lines based on sale of time periods despite the unsound practices of announcement selling being sharply emphasized by other networks. Regards.

Board of Directors, CBS Radio Affiliates
Kenyon Brown, Chairman

Text of Mr. Schudt's letter to the affiliates, and of the affiliation contract amendment offered by CBS Radio, are as follows:

To all CBS Radio affiliates:

As you have already been advised by the board of directors, CBS Radio Affiliates, it was agreed by them, and a majority of our radio affiliates meeting in Chicago with us last week, to extend the August 25th amendment for another year in its present form, but with an additional modification of the basis of computation of station payments with respect to nighttime periods.

It was felt this modification would be of decided benefit to the stations and the network inasmuch as it would permit the network to offer inducement to nighttime network advertisers through reduction in costs.

Therefore, in accordance with the board's telegram to you, we urge that you execute the enclosed four copies of the extended amendment [below], as modified, as rapidly as possible and expedite delivery to us. In order to make plans for the fall and winter sales campaign, the signed amendments must be in our hands no later than June 18, 1954.

You will be notified promptly, as usual, when the required number of acceptances, representing 85% of our rate card, have been received, which will effectuate the renewal of the amendment as modified.

William A. Schudt Jr.

Dear Sirs:

We refer to the affiliation agreement with CBS Radio dated ....., as amended, relating to Station ....., particularly the amendment thereto with respect to gross hourly card rates and station payments, the extended term of which amendment, unless further extended, terminates not later than August 24, 1954.

It is hereby agreed that (A) effective as of the date hereof, the extended term of said amendment be, and the same hereby is, further extended for a period of one year commencing August 25, 1954 and terminating August 24, 1955, and (B) effective on such date between August 24, 1954 and August 24, 1955 as CBS Radio may specify, the basis of computation of station payments under said affiliation agreement, as heretofore amended, shall be reduced by an additional 20% with respect to nighttime periods.

Very truly yours,
CBS Radio, a division of Columbia Broadcasting System, Inc.
By .....
Vice President

Accepted and agreed to:
By .....
Date: .....

DOW CHEMICAL'S BUDGET LARGELY IN TV

Most of the company's fall campaign, on NBC-TV, will push Saran-Wrap, Styron products and antifreeze.

DOW CHEMICAL Co., third ranking producer in the chemical industry, will devote the largest portion of its autumn advertising budget to television, promoting its raw materials and its lone consumer item, Saran-Wrap.

Decision of this major unit to concentrate on tv, particularly NBC-TV, follows a series of tests in which this conclusion was reached: "Nothing like tv was ever before available to help move merchandise."

In a brochure sent to molders producing plastic consumer items from Dow raw materials, the company offers a series of merchandising aids tieing into the autumn tv campaign.

Using *Today*, *Your Show of Shows* and *Kate Smith Show*, plus some scattered spots, the new Saran-Wrap gained 70% national distribution in two months. Dow research consultants term this "the fastest distribution established for any consumer product we have ever seen." Saran-Wrap is a clear wrapping product used for packaging and protection of food, retaining its position without use of adhesives.

Similarly, tv has been successful for Styron wall tile and housewares, for which Dow supplies raw material. The Dow brochure describes the results as follows:

A Decade Passed

"After nearly a decade of advertising in leading magazines, Styron Wall Tile was promoted on a single daytime program this past February. What happened? Point of sale tie-in display material had to be quadrupled to satisfy the request of those wishing to share the benefits of the program Dow created.

"One larger molder scheduling his own brand advertising on the same tv program reports that his dealer sales were 75% above quota for the month of February. Beyond that, all plastic wall tile sales were up an average of at least 10% for the first quarter of 1954. Take Styron housewares. Again, after a decade of magazine advertising it was decided to use tv in March of this year. Result? Those molders who tied in report substantial sales increases. An example of this sales power of tv lies in the display space given to Styron housewares during March, such as windows in Kress on Fifth Ave. in New York, a full 40-foot section in Famous Barr in St. Louis and so on in stores across the country."

The fall program includes this lineup:

Saran-Wrap—Three times a week on NBC-TV's *Today* through December; *Saturday Nite Review* through September.

Styron—30 participations over a 10-week period on *Today* during the fall selling season; 16 spots on NBC-TV's *Home* during the height of the retail fall sales period.

Latex Paint—Seven times on *Today* and five times on *Home*.

Styrofoam (light plastic foam)—Eight segments of *Home* just before Christmas.

Saran Fiber—Plans not complete but tv is included. Product is used for upholstering, auto seat covers and carpets.

Antifreeze—40 participations, four times a week for 10 weeks, on *Today*.

Dow explains that its diamond trade mark will appear 128 times on *Today* and 25 times on *Home* between Labor Day and the yearend, or "nearly half a billion impressions in only 17 weeks on just two of Dow's tv programs. No other plastic company has ever ventured such powerful support on such a varied lineup of national network tv programs. Never before has one company harnessed so much selling power to build a consumer franchise for those who use its plastic raw material."

MacManus, John & Adams, Bloomfield Hills, Mich., is Dow agency.

AFA Names Five Firms

THE Advertising Federation of America announced last week that five firms have been appointed to sustaining membership in the federation. They are The Biow Co., New York; Ray C. Jenkins Adv., Minneapolis; Pownall Adv., Decatur, Ill.; Marcus Adv., Cleveland, and WROV Roanoke.

THE WARM handshake symbolizes the merger of two of the nation's oldest advertising agencies, Potts-Turnbull Co. (founded 1910 in Kansas City) and Rogers & Smith (37 years old and in Chicago, Kansas City and Dallas). The new agency is known as Rogers & Smith, Potts-Turnbull, operating offices in all three cities while expanding its office at Kansas City. W. J. Krebs (seated, c), president of Potts-Turnbull, is board chairman of Rogers & Smith. Burton G. (Doc) Wasser (r), R & S executive vice president, will head joint operations in Kansas City. Percy Fewell (l) of Dallas, is R & S president.

Successor Agency Planned by Friedenberg

HARRY A. FRIEDENBERG, president of the defunct Marfree Agency, New York, which closed its doors a fortnight ago [B•T, May 31], owing more than a quarter of a million dollars to 600 stations for the Gainex schedule, plans to establish a new agency to be known as Barnett & Bennett, at 55 West 42nd St. in New York.

An auction of the Marfree physical assets took place last Wednesday and brought in approximately $2,000 to $2,500.

Mr. Friedenberg told B•T that Carlson Industries (Gainex, a weight influencer) paid the Marfree agency more than $230,000 to place the mail order advertising but the campaign fell because it ran into several difficulties, including (1) cold and rainy weather and (2) interference by the McCarthy hearings. In addition, during the first two weeks only mail orders were accepted and telephone calls were discouraged. However, after the first fortnight telephone calls were accepted and the orders picked up but not enough to put the campaign on its feet, he said. Mr. Friedenberg also said that for the first time in his knowledge of mail order campaigns more than 40% rejects came in where normally 10% to 12% of rejects are expected.

When asked if the stations would be able to collect any money from Marfree or Carlson, Mr. Friedenberg asserted that "we're trying to collect from Carlson Industries but they were really hit by the lack of orders."

As for the establishment of the new agency, Mr. Friedenberg said that hereafter his clients would pay the stations in advance and would give a client "guarantee" so that the Gainex situation would not happen again.

The new name, Barnett & Bennett, is a corporate title, Mr. Friedenberg told B•T. He will be president of the new firm. Barnett Friedenberg was television director of Marfree Assn.

Harry Friedenberg did not list the personnel and new accounts for the newly established agency.

Armour Planning Shift To Other Agencies

PLANS for the shift of accounts involving meat, poultry and dairy products were underway in Chicago last week, with a number of key agencies involved, along with radio-tv billings.

Armour & Co., Chicago, was mapping advertising strategy to reflect the transfer of some products and $4 million worth of overall billings from Foote, Cone & Belding to three other agencies.

At the same time, the American Meat Institute was re-evaluating its overall advertising program following resignation of the account by Leo Burnett Co., Chicago, a fortnight ago. It was understood no new agency would be appointed for several weeks yet.

The changes will not be effective until fall, however, in each case.

Armour's move involves "not more than 15% of overall billings in broadcast media," or not in excess of $600,000, a spokesman told B•T. The company will shift its sausage and smoked meats (bacon, ham) to Tatham-Laird, a new Armour agency, representing accounts which traditionally use spot radio-tv and local programs; its canned meats and pet food to Henri, Hurst & McDonald, another addition, and some dairy and poultry products to John W. Shaw Adv., which already handles soap, lard and shortening items. The changes are effective Nov. 1.

American Meat Institute spent about $400,000 in consumer advertising last year, and about $500,00 overall, with no network radio and television involved, though it formerly used both media. Its new fiscal year starts Oct. 1.

Chrysler Takes More Time

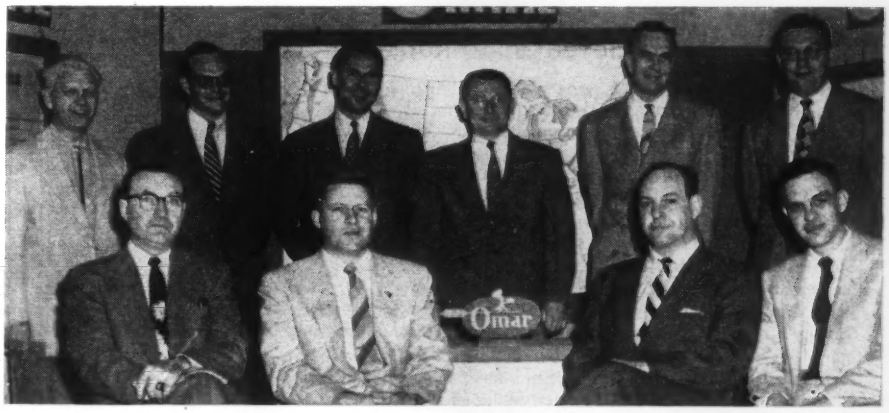
CHRYSLER Corp., Detroit, picked up the Tuesday 10:30-11 p.m. period on NBC-TV, released by Revlon and Congoleum, which dropped *Mr. & Mrs. North*. This is Chrysler's second buy on the network within a fortnight [B•T, May 24]. The advertiser also will sponsor an hour-long drama three weeks of each month and an "extravaganza" on the fourth, Thurs., 8:30-9:30 p.m. McCann-Erickson, New York, is the agency for Chrysler.

Florida Citrus Official Hits Agency's Other Ads

A BLISTERING four-page letter by John Snively, a commissioner of the Florida Citrus Commission, was sent last week to its advertising agency, The J. Walter Thompson Co., criticizing JWT for running an ad for another client, The Ballantine Brewing Co., in the May 11 issue of the New York *Herald Tribune* declaring that Ballantine beer contains less calories per serving than orange juice, apple juice or skim milk.

The letter was addressed to Stanley Reiser, JWT president. Mr. Snively wanted to know what steps have been taken to prevent a recurrence of the advertisement.

O. C. Minton, chairman of the Citrus Commission, called Mr. Snively's letter "simply a resumption of a personal feud" between Mr. Snively and JWT. Mr. Minton also commented that he felt the agency had done "a tremendous job" of promoting Florida citrus products.



THESE tv weathermen, all sponsored in their respective cities by Omar Baking Co., were guests of WBNS-TV Columbus, Ohio, in what was described as the first weather clinic in tv history. L to r: seated—Clay Rusk, WHO-TV Des Moines; Bob Fennie, WLOK-TV Lima, Ohio; Jack Dace, WTVH-TV Peoria; Charles Thomas, WOW-TV Omaha; standing—Truman Thompson, WKOW-TV Madison, Wis.; Bob Brown, WOC-TV Davenport, Iowa; Dr. Paul Annear, WXEL (TV) Cleveland; Dr. R. McMaster, WBNS-TV; Dr. W. Crawford, WFBM-TV Indianapolis; J. Kenny, WCAN-TV Milwaukee.

Antell Names Tv Adv. Assn.

CHARLES ANTELL Inc., Baltimore, has named Television Advertising Assn., Baltimore and New York, to handle its division of hair spray and home permanent wave, effective July 1. The advertiser uses radio and television spots. Dowd, Redfield & Johnstone Inc., New York and Boston, had resigned the account effective July 1. The hair spray currently is using a test campaign.

SPOT NEW BUSINESS

American Potash Institute, Washington, in first use of radio, buying farm radio spots, mostly in the Midwest. Agency: Cornwell Inc., 1519 Connecticut Ave., N. W., Washington. Don Lerch is account executive.

TreeSweet Products Co., Santa Ana, Calif. (concentrated juices), continuing campaign in Los Angeles area, and on June 1 started 13-week radio and tv spot schedule on stations in Cleveland, Indianapolis and Detroit markets. Agency: BBDO, Los Angeles. Charles Hawkins is account executive.

Richfield Oil Corp., L. A., starts intensive spot campaign for new Ethyl gasoline using all stations in San Francisco, Seattle, Tacoma, Portland and Phoenix markets, plus five L. A. stations with approximate total of 46 spots weekly for 13 weeks from June 1. Agency: Hixson & Jorgensen Inc., L. A.

NETWORK NEW BUSINESS

Pharmaceuticals Inc., Newark (Geritol), on June 19 starts *Two in Love* on CBS-TV, Sat., 10:30-11 p.m. Agency is Edward Kletter Assoc., N. Y.

American Tobacco Co. (Lucky Strike cigarettes) will sponsor *Your Play Time* on CBS-TV, Sun., 7:30-8 p.m., starting June 13, as summer replacement for *Private Secretary* and *Jack Benny Show* which will return in September on an alternate week basis in this time period for the same sponsor. Agency is BBDO, New York.

General Mills Inc., Minneapolis, begins sponsorship of *Silver Eagle,* Indian lore adventure series, over ABC Radio (Tues. & Thurs., 7:30-7:55 p.m. EDT). Agency: Dancer-Fitzgerald-Sample, N. Y.

Summer replacement for *Big Story* (NBC-TV, Fri., 9-9:30 p.m.) will be film series titled *The Best in Mystery* starting July 16 for eight weeks, sponsored alternate weeks by American Tobacco Co. and Simoniz Co., both through SSC&B, N. Y.

ReaLemon Puritan Co., Chicago, buys *Breakfast Club,* ABC Radio, for 52 weeks, Tues.-Thurs., 8-8:15 a.m. CDT, effective June 1. Agency: Rutledge & Lilienfeld, same city.

NETWORK RENEWALS

Derby Foods Inc., Chicago, renews *Sky King* on ABC-TV, Mondays 8-8:30 p.m., effective June 14. McCann-Erickson, N. Y., is agency.

Admiral Corp., Chicago, through Erwin, Wasey & Co., N. Y., has signed to renew sponsorship of Bishop Fulton J. Sheen's *Life Is Worth Living* series, DuMont, Tuesday, 8-8:30 p.m. EST, for 26 weeks, starting Nov. 2.

American Tobacco Co. renews sponsorship of *Big Story,* NBC Radio, Wed., 9:30-10 p.m. EDT, effective Sept. 8. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

Chrysler Corp., DeSoto Div., renews Groucho Marx's *You Bet Your Life* on NBC Radio and NBC-TV for one year, starting in September. Order includes 208 radio stations and 137 tv outlets, which NBC said is believed to be the largest combined coverage of any sponsored show. Repeats of earlier shows are being shown during the summer. Fall series on radio starts Sept. 15, Wed., 9-9:30 p.m.; on tv, Sept. 16, Thurs., 8-8:30 p.m. DeSoto Agency: BBDO, N. Y.

Pepsi-Cola Co., N. Y., has renewed *The Pepsi Cola Playhouse* on ABC-TV, effective July 4 for 52 weeks, in new time period Sundays, 7:30-8 p.m. Show has been heard on Fridays, 8:30-9 p.m. The Biow Co., N. Y., is agency.

Gospel Broadcasting Assn., L. A., renews *The Old Fashioned Revival Hour* on 280 ABC Radio stations, Sunday, 4-5 p.m. EST, for 52 weeks from June 13. Program starts sixth year on network. Agency: R. H. Alber Inc., L. A.

Lambert Co., St. Louis, has renewed *Adventures of Ozzie and Harriet* (ABC-TV, Fri., 8-8:30 EDT), effective July 9. Agency: Lambert & Feasley, N. Y.

American Oil Co., Baltimore, and **Theo. Hamm Brewing Co.,** St. Paul, have renewed for 52 weeks *Edward R. Murrow with the News* (CBS Radio, Mon.-Fri. 7:45-8 p.m. EDT). Amoco sponsors show on 83 stations in the East and Hamm Brewing on 16 stations in the Midwest. Agencies are Joseph Katz Co., Baltimore (Amoco), and Campbell-Mithun, Minneapolis (Hamm Brewing). The program is sponsored by the **Ford Div., Ford Motor Co.,** Dearborn, on 122 stations on Monday, Wednesday and Friday in the Central, Mountain and Pacific time zones.

ADVERTISER PEOPLE

R. E. Sewell, vice president in charge of advertising, Coca-Cola Ltd., Toronto, elected managing director of company.

Ralph W. Starr named western area sales manager, Procter & Gamble Co.'s Chicago drug products division.

Joe H. Serkowich, advertising manager at Le Tourneau-Westinghouse Co., promoted to director of advertising and publicity for parent Westinghouse Air Brake Co.

Robert Cosgrove elected vice president of personnel and public relations, and **George O. Tong** elected vice president of sales and advertising, Green Giant Co., Le Sueur, Minn.

Budd Gore, assistant to executive editor, *Sun-Times,* named publicity director, The Halle Bros. Co., department store, Cleveland.

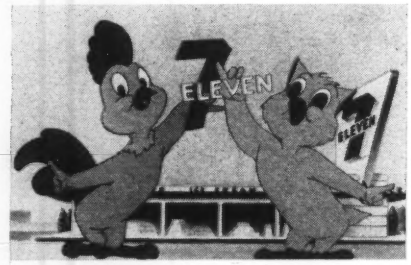
Frank Derry, manager of press and publicity, WTAM and WNBK (TV) Cleveland, to public relations staff, Cleveland Electric Illuminating Co.

7-Eleven Spot Rolls for 5,000

RECORD in telecasting the same tv spot in a single market for one advertiser is claimed by 7-Eleven Food Stores, Dallas, which recently showed a 20-second animated cartoon jingle for the 5,000th time on WBAP-TV Fort Worth.

The video singing commercial, created for the state-wide food chain in 1949 by Five Star Productions, Hollywood, has been telecast up to 33 times per week for nearly five years and is still going strong, according to Stanley Campbell, owner of Stanley Campbell Adv. Agency, Dallas, servicing the account. Other stations releasing the animated cartoon jingle on varied schedules include WFAA-TV KRLD-TV, both Dallas, KCEN-TV Temple and KTBC-TV Austin.

Featured in the cartoon commercial are "the Rooster and the Owl," since adopted as symbols for the firm. The rooster crows over the fact that the stores open at 7 a.m. while the owl reports in rhyme that they remain open 'til eleven. The 7-Eleven stores have featured the 20-second jingle as closing segment in a series of 10 one-minute commercials and also as a separate spot. Once



Animated rooster and owl cartoon is used by 7-Eleven Food Stores, Dallas, as part of its video singing commercial on various Texas television stations.

when pulled off the air in 1951 protests were heavy with viewers demanding the sponsor "bring back our favorite spot," Mr. Campbell reports.

Although a new series of ID and 20-second spots now in production for the sponsor by Five Star will also feature the rooster and owl, Mr. Campbell said the original jingle will continue to be used.

AGENCY PEOPLE

W. Lee Abbot, formerly with Johnson & Johnson, to Sullivan, Stauffer, Colwell & Bayles, N. Y., as account executive.

Lennox F. Wylie, formerly sales manager, WFBL Syracuse, named account executive, Coe Adv. Agency Inc., same city.

Joseph Harris appointed media director of Maxon Inc., N. Y.

Fred D. Slayton, former head of his own public relations firm, named public relations director for Ruthrauff & Ryan Inc., Chicago.

Richard I. Clark, media director, Brisacher, Wheeler & Staff, S. F., named manager of reopened Hollywood service office at 1680 N. Vine St. Telephone is Hollywood 9-2197.

Frank M. Leonard public relations director, D'Arcy Adv. Co., N. Y., to Campbell-Ewald Co., same city, as head of public relations department.

John O. Ramsey, John M. Stratton and **Henry W. Barley,** account executives, Ruthrauff & Ryan Inc., L. A., and **Don Brown,** owner, Don Brown Advertising, same city, form Hollywood advertising firm, **Ramsey, Stratton, Barley & Brown,** with offices at 1585 Crossroads of the World. Telephone is Hollywood 2-7471.

P. C. Fewell, vice president, Rogers & Smith Adv., Chicago, elected president, succeeding **Walter E. Smith,** who died May 11.

James S. Little, account executive, Al Paul Lefton Inc., Phila., to account executive staff, Cecil & Presbrey Inc., N. Y. **James F. Kelly,** creative director, Cowan & Dengler, N. Y. and **Al Bouchard,** BBDO, Boston, respectively, named to copy staff and assistant account executive same firm.

A. W. (Bud) Townsend, account executive, Foote, Cone & Belding, L. A., to Leo Burnett Co. Hollywood, as supervisor on production of tv film.

Nathan A. Tufts, coordinator for BBDO Hollywood on NBC-AM-TV *You Bet Your Life* sponsored by DeSoto, transfers to agency's N. Y. office with continued assignment on auto account.

Gordon D. Walker, KNXT Los Angeles and before that with Don Lee Broadcasting System, to Kenyon & Eckhardt, L. A., as assistant on radio-tv production.

Harold O. Stone, with Pacific National Adv. Agency, Seattle, Wash., since 1920 and a partner since 1934, to retire effective July 1.

James P. Stewart Jr., formerly writer-producer, KVOO Tulsa, appointed assistant director, radio-tv dept., Tracy-Locke Co., Dallas.

Ralph Morris, formerly with BBDO, N. Y., named art director, The Whitebrook Co., same city.

Jack Geller, formerly account executive with WMGM New York, to Weiss & Geller, N. Y., as executive in radio-tv department.

Donald J. MacDonald, vice president, T. Robley Louttit Inc., Providence, R. I., resigns effective July 15 to become advertising manager, Louttit Laundry Co. and associated companies.

Gordon Hendry, Grant Adv., Chicago, to Wherry, Baker & Tilden Inc., same city, as space buyer and assistant to vice president-media director.

David Nathanson, after two years in the Armed Forces, attached to Far East Network, rejoins Tilds & Cantz, Hollywood, copy and creative department.

Tom Kritser, general manager-national sales manager, KGNC-AM-TV Amarillo, Tex., and A. M. Gibons, form Advertising Assoc. of Amarillo Inc. at 218 W. Seventh St.

John M. Price, freelance artist, to tv art staff, N. W. Ayer & Son, N. Y.

Thomas E. Powers, Kenyon & Eckhardt, N. Y., to creative staff of Bryan Houston Inc., N. Y.

Owne M. Lee, formerly with sales promotion and training div., Kling Studios, Chicago, to copy staff, Product Services Inc., N. Y. advertising agency.

Eugene A. Powers, formerly with Kudner Agency, N. Y., appointed copy director, Sheriff-LeValley Inc., Chicago.

Ken Silverman, recently separated from U. S. Army to Lynn-Western Inc., Hollywood, as copy chief.

Philip R. Livingston named director of financial advertising, Doremus-Eshleman, Phila.; **Elizabeth E. Raftery** named production manager.

Nika Standen, copywriter, Kenyon & Eckhardt, N. Y., to Grey Adv., N. Y., in similar capacity.

Howard Dahms, formerly with R. E. Lovekin, Phila., to copy staff, Hening & Co., same city.

Philippe de Lacy, director, KTTV (TV) Hollywood, to J. Walter Thompson Co., L. A., as member of radio-tv dept., succeeding **Joe Leighton,** resigned.

Robert Myers named art director Lohmeyer, Adleman & Montgomery, Phila.; **Anthony J. Walton** promoted to office supervisor.

Jesse R. Falini, former assistant art director, *Ladies' Home Journal*, to art staff, Arndt, Preston, Chapin, Lamb & Keen Inc., Phila.

Edward J. Gardner, Young & Rubicam, N. Y., to Morey, Humm & Johnstone, N. Y., on creative staff.

R. H. Frederickson, advertising manager, Miller's Department Store, Klamath Falls, opens agency in that city under own name.

Kathryn M. Hardig, radio-television director of The Ralph H. Jones Co., Cincinnati, is taking six-weeks leave of absence during which time **Ann Smith,** assistant radio-tv director, will assume responsibilities.

O. Richardson Green, 49, copy writer, Lennen & Newell, N. Y., died last Tuesday from a heart attack.

James A. Lannon, art director and account executive, Roberts & Reimers, N. Y., died May 28.

Dorothy Winn Donnelly, 40, radio and tv copy writer, McCann-Erickson, N. Y., died May 31.

Nan M. Collins, owner, Nan M. Collins Adv., Phila., died May 12 after long illness.

Vincent Daraio, timebuyer at Cecil & Presbrey, New York, who joined Hicks & Griest, New York, as a timebuyer, was inadvertently described in B•T's story last week as a time estimator at C & P. He has been a timebuyer. In his new position as timebuyer for Hicks & Griest he will serve the following accounts: Broil-Quick, Servel, Louis Libby frozen foods, Lewyt vacuum cleaners, Paris Fair and Roger Gallet.

AGENCY APPOINTMENTS

The Carpet Institute, N. Y., names Morey, Humm and Johnstone, N. Y., to develop an industry consumer advertising campaign starting in September.

Welch Grape Juice Co., Westfield, N. Y. (Welch's wine div.), has appointed Kenyon & Eckhardt, N. Y. Wine div. is planning extensive fall campaign.

Purex Corp., L. A., appoints McCann-Erickson Inc., that city, to handle Purex Liquid Bleach. Other divisions of the account continue to be serviced nationally by Foote, Cone & Belding, L. A.

Ohio Oil Co. (Marathon petroleum products), appoints N. W. Ayer & Son, Phila. and Chicago.

WFMY-TV Greensboro, N. C., appoints Hege, Middleton & Neal, same city.

Kitchen Arts Foods appoints Wright-Campbell Adv., Chicago, to handle its account. Radio will be used.

Robert Gair Co., N. Y. (paperboard, folding cartons and shipping containers), appoints James Thomas Chirurg Co., same city. Robert D. Stuart is account supervisor.

The Figaro Co., Dallas, Tex., for its Figaro Barbecue Smoke, appoints Hepworth Adv. Co., same city. Newspapers, tv and point-of-sale advertising is being used.

Sterling Drug Mfg. Ltd., Windsor, Ont. (Fletchers Castoria, ZBT baby powder), appoints Walsh Adv. Co. Ltd., same city, to handle all Canadian advertising.

Kolker Chemical Corp., Newark, N. J. (solvents and plasticizers), appoints the industrial div., Sterling Adv. Inc., N. Y., for advertising and public relations.

United Newspapers Magazine Corp., publisher of *This Week* magazine, names Benton & Bowles, N. Y., to handle its advertising.

Gordon Baking Co., Detroit (Silvercup bread), appoints D'Arcy Adv., N. Y., effective Aug. 1. Media plans as yet undetermined.

Advance Muffler Service, Compton, Calif., appoints Jimmy Fritz & Associates, Hollywood. Los Angeles area spot radio will be used.

Lenco Products Inc., Winter Park, Fla. (Triocide, mildew and musty odor killer), appoints Cortland D. Ferguson Inc., headquartered in Washington.

J. P. Stevens & Co. (wool, cotton and synthetic divisions), appoints Bryant Houston Inc., N. Y. Media plans as yet undetermined.

Staber's for Beauty, L. A. (beauty salon chain), appoints George Patton Adv., L. A. Radio-tv spot announcement campaign will be used. Mr. Patton is account executive.

Fishery Products Inc., Cleveland, and **Fishery Products Ltd.,** St. John's, Nfld., have named Blaine-Thompson Co., N. Y., to handle advertising for "Blue Water" brand of frozen fish fillets and fish sticks.

First Federal Savings Assn., Chicago, and **William Gill Jr. Democratic Gubernatorial Campaign Committee,** Oklahoma City, name Song Ads Inc., Hollywood, to create musical commercials. Agencies: Advertising Division, Chicago, and Erwin, Wasey & Co. Ltd., Oklahoma City, respectively.

M. Jackman & Sons, L. A. (suits, sport coats, jackets), appoints West-Marquis Inc., that city, to handle national advertising.

Chock Full O' Nuts Co., N. Y. (coffee and restaurants), names Donahue & Co., same city, to handle its advertising. Radio and tv use will be continued.

Tourist Advertising for the Dominican Republic names Geyer Inc., N. Y., to handle advertising campaign bidding for summer as well as winter travel in the Republic.

Laconia Industries (model trains, toys) and **Tomato Growers Assn. of Calif.,** both Stockton, appoint Campbell Adv. Agency, that city, to handle advertising.

Ferguson-Langfield Frozen Foods Inc., Oakland, Calif. (distributors, Donald Duck orange juice, Birdseye products and other frozen foods), names Charles R. Stuart Advertising, S. F. Radio and tv will be used.

Carr, Adams & Collier, Dubuque, Iowa (woodwork, multiple purpose cabinets, Bolt-Well kitchens), appoints Weiss & Geller, N. Y., to handle advertising. Integrated advertising and merchandising programs will be used, probably including radio.

McMahan's Furniture Stores, Santa Monica (southern California retail chain), appoints Phil D. McHugh Co., L. A., to handle advertising. Radio-tv will continue to be used.

Lakeside Dairy, Vallejo, Calif. (dairy foods, ice cream products), appoints S. K. Olympius & Staff, Stockton, to handle advertising.

The Kinder Co., Milwaukee (photographic equipment), appoints Al Paul Lefton Co., Chicago.

WGR Corp., Buffalo (license of WGR-AM-TV same city), appoints Comstock & Co., Buffalo.

A Radio Sales Executive Sees the Blessings of Tv

MR. TETER

COMMERCIAL radio is profiting from new revenue sources created by television, according to Robert H. Teter, sales manager of KYW Philadelphia, 50-kw Westinghouse Broadcasting Co. outlet.

While the station's NBC revenue was dropping 57% in the last five years, it found a new economic phenomenon in the making —a development he believes will provide a healthy basis for aural broadcast profits, citing an 80% gain in national spot billings in three years.

Mr. Teter put it this way: "Television helped educate regional and local advertisers in the power of broadcasting so they set up funds to spend in the visual medium. Then television soon outpriced itself for these local and regional advertisers. So the logical place for them to go with their broadcasting was into radio."

He said this trend is shown in a 16% dollar gain for KYW in local-regional advertising in 1951, 7% in 1952 and 12% in 1953. The first five months of 1954 show a 27% gain over a year ago and May revenues were 63.6% over May 1953. Prospects for the first six months indicate a 28½% increase.

Recalling KYW's low tv-era point in July 1950, Mr. Teter said:

"We hit bottom that month. At that time, we had three Philadelphia television stations which had been on the air two years or longer. That was sufficient time for them to convince Philadelphia advertisers that television would soon completely replace radio, newspapers, outdoor advertising, direct mail —and every other media.

"Then we started a comeback. Last October, the best month for local-regional revenues so far in this so-called 'television era', those revenues were 172% higher than in July of 1950 at KYW.

"In my view, any radio station which performs a genuine selling function in its community will similarly pick up local-regional business.

"But the station's salesmen must seek out advertisers, particularly automobile distributors and medium-size retailers.

"The station must give these advertisers constant service. This means counseling them on effective copy, spotting their announcements at the right time."

Broadcasters must recognize this shift toward greater share of revenue from local-regional business, according to Mr. Teter as he recalled that only five years ago NBC accounted for almost a third of gross revenues compared to about one-sixth today.

Network Income Down

"And who would dare to predict the situation of one year hence?" he questioned. "In terms of dollars KYW's revenues declined most in network income in the past five years, down 57%. The network decline of the last four years has been even more serious—70%."

Mr. Teter believes "the worst is over" for broadcasters in national spot revenues. While the bottom fell out of national spot for KYW in 1950, the comeback has been steady and spot in 1953 was 80% above 1950.

Mr. Teter considers himself one of "radio's post-war generation." Before World War II he worked at N. W. Ayer & Son, Philadelphia. During the war he was in the Coast Guard, writing and producing Coast Guard radio programs. After the war he was account executive and radio director of two Philadelphia agencies—Aldridge Associates and H. M. Dittman (now Dittman & Kane). He joined KYW as a salesman in 1947 and became sales manager in 1950.

"I never really knew the lush days of radio," he concedes. "It's been a hard-sell business almost since the day I got into the business so the big rises in radio revenues look wonderful to me."

ZIV SAYS COLOR TV WILL TURN TO FILM

INVESTMENT of $4 million by Ziv Television Programs in color television has "paid off," John L. Sinn, president of Ziv, declared last week in voicing the opinion that the "advantage in color tv will be held by film."

Mr. Sinn said there were at least three new film scanners and projectors he saw at the NARTB convention that will make possible quality transmission of film. He pointed out that Ziv has been shooting in color, for some time, such programs as *Mr. District Attorney, I Led Three Lives, Cisco Kid* and *Favorite Story,* and said that this activity has placed Ziv "way ahead of the industry in being able to service its clients for color television."

The future of color film for television, Mr. Sinn said, is in the high-budget, top quality motion picture. He said films in color "cost money, but they pay off in drawing power."

61 Tv Stations Buy 'Vitapix Theatre'

SALE of the *"Vitapix Feature Theatre"* series to a total of 61 tv stations throughout the country has been announced jointly by Frank E. Mullen, president, and Robert H. Wormhoudt, executive vice president of the Vitapix Corp. The series is said to comprise the first full-length feature films produced expressly for television.

Simultaneously, Messrs. Mullen and Wormhoudt announced that Princess Pictures Inc., producers of the films for Vitapix, has shifted its production headquarters from Munich to London. They noted that this move is part of plans to produce "adventure and suspense films with a diversified continental background." Bavarian and central European locations were used for a number of films this past winter, they said, and others will be filmed in London and Rome in the late spring and summer.

The package of *Vitapix Feature Theatre* films will number 26 when completed. Sales to 61 stations, it was pointed out, were for the entire series.

FEATURE FILM package contract is signed by G. Bennett Larson (r), president-general manager, KDYL-TV Salt Lake City, and Charles E. Morin, West Coast account executive, General Teleradio Inc.'s Film Div. The package contains 30 first-run "Class A" features for tv showing.

MPC Sale Off

AFTER several weeks of negotiations with Desilu Productions, Screen Gems and other groups for sale of Motion Picture Center, Hollywood, for a reported selling price of $1,450,000, Joseph Justman, one of the MPC owners, declared: "After a thorough exploration, we have decided to call off all negotiations, and the studios will continue under the same management as heretofore."

Princeton Center Completes First 'Rural Review' Film

PRINCETON Film Center, Princeton, N. J., announced a fortnight ago that the first film of its new series, *Rural Review,* has been completed and is available for showing to potential sponsors. The series will consist of a quarter-hour, once-a-week color film directed at farm audiences.

The series, which is expected to be carried by more than 200 stations on or before Sept. 1, will be made available at no cost to stations. Local sponsors will have to pay only time charges to the local station and Princeton Film Center will make up its production and distribution costs by selling segments within each stanza to advertisers. These latter messages must be of an institutional nature.

MTP Named Defendant In Non-Payment Suit

MUTUAL Television Productions, Hollywood, is named defendant in a Los Angeles Superior Court suit filed by Count Deyenhard Von Wurmbrand over alleged non-payment of two promissory notes.

Suit charges that on Sept. 4, 1952, the plaintiff extended the tv firm a $25,000 note and a second one seven months later, on March 6, 1953, for $12,000, both signed by the late Rudolph Monter, then MTP president. The money allegedly was used in production of 39 *Cowboy G-Men* tv films and for purchase of more than 40 motion pictures for video release. The suit contends the plantiff has received only some interest on the first note.

TPA Moves New York Office

TELEVISION Programs of America, tv film producers and distributors, will move its New York headquarters to new offices today (Monday) on the ninth floor of 477 Madison Ave., New York.

Judy Canova, Husband Buy Control of Camera Vision

CONTROLLING interest in Camera Vision Productions Inc., Los Angeles, for an undisclosed sum, has been acquired by Judy Canova, hillbilly singer-comedienne, and her husband, Philip Rivero. Organized approximately four years ago to produce a new type camera equipped to cut motion picture and tv film production costs 30 to 50%, the firm and its executives have gone through various court litigations within the past few years.

Developed under direction of Jack Strauss, electronics consultant, Camera Vision automatically adjusts to light conditions and uses an electronic focusing device which eliminates, among other time consuming elements, the present method of pre-focusing, measuring of distances and diaphragm adjustments of the lens now necessary in movie and tv photography, it was explained. By means of an electronic monitor on the camera, the device enables the director to view the action as it will appear on the screen.

An added feature of the camera is its usability for kinescoping live tv shows as well as filming motion pictures, with rushes available within one hour after shooting, it was further noted. The equipment is to be used in a series of private tests at a major film studio this month, it was said.

FILM SALES

CBS-TV Film Sales announced last week that 13 more stations have joined the line-up of the *Gene Autry Show.* They are: KING-TV Seattle, KATV (TV) Little Rock, KGLO-TV Mason City, Iowa, WSBT-TV South Bend, Ind., KGNC-TV Amarillo, Tex., KFEL-TV Denver, WBBM-TV Chicago, WMBR-TV Jacksonville, KNXT (TV) Los Angeles, WAIM-TV Anderson, S. C., WTOK-TV Meridian, Miss., WJHL-TV Johnson City, Tenn., and WLBT-TV Jackson, Miss. Firm also reported last week that the *Amos 'n' Andy* telefilms currently are carried on 98 stations, with most recent sales in 18 markets. The series has been sold to sponsors on 13 of the 18 stations. Also announced were sales of *Crown Theatre* for presentation over WNBK (TV) Cleveland; WRDW-TV Augusta, Ga.; WDSU-TV New Orleans; KGLO-TV Mason City, Iowa, and WGBI-TV Scranton, Pa.

Guild Films Co. announces sales of *Joe Palooka,* tv film series, in three additional markets, bringing total to 45. The stations: **KLIX-TV** Twin Falls, Idaho; WILK-TV Wilkes-Barre, and WTHI-TV Terre Haute. Coincidentally, Guild Films President **Reub Kaufman** reported that filming of additional episodes in the series started last Wednesday, several week ahead of schedule, at the **Republic Studios** in Hollywood.

Interstate Television Corp., Hollywood, reports that 100 films in *The Little Rascals* have been contracted for by KRON (TV) San Francisco and KPHO-TV Phoenix. Local tv rights to 26 *Hans Christian Andersen* films shot in Denmark and 52 of the *Douglas Fairbanks Presents* series have been acquired by KTNT (TV) Tacoma, Wash.

KTLA (TV) Hollywood has acquired local telecasting rights to *Hollywood Half-Hour* series of 38 comedies and dramas, from **George Bagnall & Assoc.,** that city, starting June 1.

Louis Weiss & Co., Los Angeles, reports recent purchases of *Custer's Last Stand, Black Coin* and *Clutching Hand,* 15-episode serials, by WKY-TV Oklahoma City; *Black Coin* by WWJ-TV Detroit; and 52 western features by WRGB (TV) Schenectady.

KTTV (TV) Hollywood has acquired local multiple-run rights to five tv film series from **Samuel Singer & Assoc.** Programs are *China Smith, International Playhouse, Orient Express, Play of the Week* and *Buster Keaton.* Contract, representing more than 117 half-hour shows, was negotiated by **Richard A. Moore,** station vice president and general man-

ager; **Robert Breckner**, program director, and **Dick Woollen,** film director, with **Mr. Singer.**

WBBM-TV Chicago has leased *Hollywood Half-Hour,* series of 38 films from **George Bagnall & Assoc.,** Beverly Hills, starting June 1.

FILM DISTRIBUTION

H-L Productions, General Service Studios, Hollywood, under a distribution deal with **George Bagnall & Assoc.,** Beverly Hills, will make *A Scene With a Star* series of 26 quarter-hour films with **Vera Vague** as regular m.c. Format involves appearances by established personalities and clips from silent motion pictures. **William Lewis Jr.** is director. **Karl Herzog,** producer, was formerly president-treasurer-director of Cinecolor Corp.

Cheryl Tv Corp., Hollywood, organized last year to distribute 13 theatrical films to video, will enter general tv film distribution with the largest sales organization of its kind, according to **James Nicholson,** general sales manager.

FILM PRODUCTION

Desilu Productions, Hollywood, is completing pilot half-hour film in *Mr. Tutt* series, based on the Arthur Train stories which appeared in *Saturday Evening Post.* **Walter Brennan,** thrice Academy Award winner, portrays the lawyer, supported by **Olive Blakeney** and **Harry Harvey Jr. William Spier** is directing for executive producer **Desi Arnaz.**

Jack Chertok Productions, Hollywood, starts a new comedy-drama tv series, tentatively titled *Las Vegas Woman,* June 15, for which **Ann Sheridan** has been signed to portray a hotel press agent.

Matthew Rapf Productions, Hollywood, has been formed by motion picture producer **Matthew Rapf** to produce tv films, with first on agenda a series titled *Nobel Prize—Benefit of Mankind,* based on stories on Nobel Prize winners. Starting date and studio to be used are yet to be determined. **Paul Muni,** who owns movie rights to the life of Alfred Nobel, is being negotiated to narrate and act periodically in the half-hour program series.

RIGHTS to the *Hans Christian Andersen* color tv series filmed in Denmark are acquired by KTLA (TV) Hollywood for 26 weeks, as Jerry Muller (l), KTLA film director, and Robert M. Newgard, western sales manager for Interstate Television Corp., conclude negotiations.

Tv Spots Inc., Hollywood, is filming one-minute live action and animated tv commercials for **Bardahl Oil Co.,** Seattle, with **Hugh McCollum** producing. Actor **Pat O'Brien** is featured in the first spot. Agency is **Wallace MacKay Co.,** Seattle.

Six one minute commercial films are now in production at **Academy Pictures,** New York and Hollywood, firm announced last week. They are for the following clients and their agencies: **Camay Soap** through Benton & Bowles, N. Y.; **Viceroy Cigarettes,** through Ted Bates, N. Y.; **Gaines Dog Foods** through Benton & Bowles; **Old Dutch Cleanser,** through Young & Rubicam, N. Y.; **Borden Milk Co.,** through Young & Rubicam, N. Y. and **Griffin All-White** shoe polish, through Bermingham, Castelman & Pierce, N. Y.

Harriscope Inc., Beverly Hills, Calif., reports completion of first 26 half-hour films in new sports series, *Jalopy Races From Hollywood.* Films are now available for syndication in local markets. The next 26 films are in production stages and are being produced in color, according to the company.

RANDOM SHOTS

Paramount Pictures Corp., will use filmed spot television extensively in national campaign for Cecil B. DeMille's "The Greatest Show on Earth" being re-released starting July 1. Included in exploitation are five 20-second and one 1-minute trailers which have been completed from the Technicolor circus spectacle. This is the first time tv is being used for a De Mille picture's exploitation, it was said.

Sterling Films Co., N. Y., is offering to tv stations free of charge a supply of films subsidized by business and industry.

Sarra Inc. has created new series of film commercials for Mid-Continent Petroleum Corp., Tulsa, comprising 60- and 20-second spots and emphasizing company's new "UCL-PLUS" feature of nationwide ad campaign.

United Television Programs Inc. has packaged a tv film series *Curtain Call* consisting of 13 half-hour shows selected from CBS-TV *Omnibus, Lux Video Theatre* and *General Electric Theatre.*

Sam Mannis Enterprises Inc., capitalized at $1 million, and headquartered at Auction City, Norwalk, Calif., has been formed by **Sam Mannis** to produce tv and theatrical feature films.

TVR Productions Inc., Hollywood, with **Allan A. Buckhantz,** former director with KNXT (TV) that city, as president, has been formed to offer agencies, independent producers and packagers complete facilities for tv recording and closed circuit telecasting in the production of pilots and commercials. Facilities include GPL equipment consisting of three chains, fully-equipped control rooms, audio facilities plus magnetic tape and a GPL Television Recorder. Also available are complete lighting equipment and sound-proof studio space. Address is 9929-A Young Drive. Telephone is Crestview 1-5958.

Hollywood Spotlite Newsfilm Service Inc., Hollywood, has been appointed official newsreel photographers for **Los Angeles Press Club,** according to **Jack Siegal,** partner in the newly organized newsfilm publicity service.

Landmark Productions Inc., Hollywood, has been formed by **Lewis R. Foster,** former writer-director at Paramount Pictures, as president and executive producer; **James E. Jewell,** of Jewell Radio & Television Co., Chicago, vice president; and **Michael Baird,** treasurer and general manager. Firm, headquartered at General Service Studios, has completed the pilot half-hour film in *Silver Eagle,* based on the former ABC Radio program dealing with Royal Northwest Mounted Police. **William Ching as Sgt. Jim West** and **Buddy Baer** are the featured actors in the 16mm color series. Further production is being scheduled.

FILM PEOPLE

Norman Blackburn, former national program director, NBC-TV, to Screen Gems Inc., Hollywood, as executive director, acting as liaison between firm's production dept., advertising agencies, networks and clients.

George Fenneman, announcer, NBC-AM-TV *You Bet Your Life,* has signed a participation contract with Hollywood Spotlite Newsfilm Service Inc. to serve as host on *Hollywood Spotlite* quarter-hour tv film series featuring motion picture news stories and stars.

Gil Johnston, formerly account executive, CBS Radio Spot Sales, to CBS-TV Film Sales, as an account executive, New York office.

George Waggner, director of several *Lone Wolf* tv films for Gross-Krasne Inc., Hollywood, signed by firm as director-writer on CBS-TV *Big Town* film series.

John Mahon, formerly comptroller, George F. Foley Inc., to Guild Films Co., N. Y., in same capacity, succeeding **Edward Grossman,** named director, newly-organized Guild radio division.

Don Weis, M-G-M director, to Joan Davis Enterprises, Hollywood, as director on NBC-TV *I Married Joan* film series. **Hugh Wedlock** and **Howard Snyder,** writers on CBS-TV *Jack Benny Show,* NBC-TV *Colgate Comedy Hour,* also join Davis staff.

Michael F. Johnson, formerly with various Hollywood and British film studios, to Shelly Films Ltd., Toronto, and All-Canada Television, Toronto, in charge of all tv film production activities.

Tasteful Film Success

THE SUCCESS of using good taste in a television film advertising the tourist and scenic attractions of the state of Kentucky is recounted by Kent Lane Inc., Louisville, which produced a 14½-minute tv film for the state.

The Lane firm said it contacted tv stations about six months before lifting of the freeze on television in 1948 to find how receptive stations were to showing a film which would advertise the state's attractions "using good taste and factual description" rather than "superlative advertising or description." The film also was designed to open with a scene in each station's own office, so that, "without stretching the imagination too much, the audience could assume" the station itself produced the film.

Made available without charge, the film, by last May 1, had been shown on 124 stations in 92 cities, with many using it more than once, Kent Lane said, estimating more than 60 million tv viewers had seen the film.

The climax came when a shortened and supplemented version of the film was originated by WHAS-TV Louisville on CBS-TV immediately before the Kentucky Derby racing classic in Louisville, through cooperation by Victor Sholis, WHAS-TV vice president and director.

NARTB STUDY SHOWS TV HELPS CHILDREN

Tv is a teacher of new things to children and does not interfere with school homework, according to a survey completed for NARTB by Prof. T. C. Battin.

TELEVISION is a teacher of new things and does not interfere with school homework, according to a study of the medium's impact on children published last week by the NARTB Television Information Committee.

The study is based on a survey conducted by Prof. T. C. Battin, director of tv, Speech Dept., U. of Florida, while seeking a doctor's degree and serving as an instructor at the U. of Michigan. It is designed to measure tv's effect on habits, choices and activities. Copies are being distributed by NARTB to Parent-Teacher groups and educational institutions.

Actual data were compiled in Ann Arbor, Mich., Jan. 8-Feb. 9, 1951, with four signals available to the area, including all major networks. At that time children and their families had become accustomed to tv in the area.

Pupils in the first three grades view tv 14½ to 17 hours a week, or an average of 2¼ hours a day. They do not rush home from school to turn on the set but begin viewing around 5 p.m., observing a regular dinner period around 6:30-7 and going to bed between 8 and 8:30. They are selective in viewing, and favor western shows, children's variety programs, movie cartoons and comedy acts. Heaviest viewing is on Sundays.

Viewing Hours Increase

In the 4th-6th grade bracket, viewing increases to 20½-23 hours a week, starting around 5 p.m. with about the same dinner and bedtime habits. Program preferences are the same as for younger students, with heavy Saturday viewing in the morning and early evening. Action programs are preferred. Tv was found to help students in English, social events, general science and current events courses. They read about three books a month, the same as they read prior to acquisition of tv.

Grammar school children look at tv 22-26 hours a week, more than any school age group, usually starting about 5:15 on weekdays. They have their regular dinner hour and retire about 10 p.m. Saturday and Sunday are the heaviest viewing days, with Saturday afternoon light except during football season. Television was found to help most with school studies in civics, current events, history and English. Reading is unchanged, about three books a month. The element of "good variety" enters into program preferences. Magazine reading runs 1-2 hours a week, same as before tv, with about one movie a week, just as before tv. The same amount of time is devoted to extra-curricular activities, and family activities are unchanged.

High school freshmen and sophomores look 19½-20 hours a week, starting usually around 7:30 p.m. when some homework apparently has been handled along with mealtime chores. Bed time is around 10 or 10:30. Saturday is top viewing day, and Fridays and Mondays are favorite tv weekdays. Little late viewing is done Friday and Saturday, often because of attendance at a sports event. Mysteries and serious drama are attractive to this group, with little interest in westerns. Educational and information enter as a criterion for programs they like. Quality of plot, rather than suspense, is a measure of dramatic value. Tv helps most with English, civics, history and biology. Books and magazine reading along with movies attendance are unchanged by tv. School activities do not suffer, nor do family activities. Students want more programs dramatizing great heroes, science, artists and great historic moments.

Juniors and seniors in the high school group view tv 17-19 hours a week, starting usually around 8 p.m. except for a 6:30 sportscast. Tv viewing stops at 10 and Saturday-Sunday are main viewing days. Amateur hours, suspense shows, variety-dance programs and comedy are preferred. Tv helps in English, civics history and biology. Again reading habits are unchanged and they still see one movie a week. Extra-curricular activities continue normally. Programs desired in more quantity include stories of heroes, science and history plus the lives and music of great composers.

Following are the findings for children of all ages:

- Tend to watch most television programs in conjunction with their parents or other members of the family.
- Rate variety shows, family comedies, and western programs above any detective and mystery programs.
- Find "interest" and "entertainment" as the prime factors in determining the attractiveness of a television program.
- When asked their preference of five means of entertainment and information, rate television a substantial first—with books second; radio third; movies fourth; and comics fifth.
- Ascribe "the ability to see as well as hear" as the predominant reason for preferring television.
- Listen to radio programs almost as much as they did before their families had a television set.
- Observe a regular mealtime period which is not interfered with by television.
- Have learned new things by watching television—predominantly, home economics and how-to-make various items.
- Do not allow television to interfere with the performance of homework for school.
- Have just as much interest in hobbies as they did before television—principally collecting.
- Read as many books as ever.
- Participate in as many extra-curricular school activities as ever.
- Engage in as many home and outside activities as ever.
- Still attend one movie a week.
- Spend as much time with magazines as previously—with preference for news and story magazines.
- Would like to see even more dramatizations of historical episodes, lives of great heroes, and scientific achievements on television.

Children participating in the study (304 girls, 293 boys) kept diaries, except for the youngest group, under carefully controlled conditions following accepted research procedures.

Direct Mail Advertising Up

DIRECT MAIL advertising during April 1954 amounted to $115,725,395 as compared with $105,653,499 in April 1953, it was reported last week by the Direct Mail Adv. Assn. Expenditures for the first four months of 1954 were listed at $446,419,323, an increase of 6.39% over the figure for the corresponding period last year.

Duplication Study by 'Life' Excludes Radio-Tv

Latest study involves printed media only. It is based on information included in last fall's "A Study of Four Media."

SIZES and characteristics (sex and income) of duplicated single and multiple issue audiences of five publications—*Life*, *Saturday Evening Post*, *Look*, *Ladies Home Journal* and *This Week*—are analyzed in "A Study of Duplication," just issued by *Life*. Data were derived from further analysis of information included in "A Study of Four Media," issued by *Life* last fall [B•T, June 15, 1953]. Like the magazine's previous studies of accumulative audiences, the new one was made by Alfred Politz Research Inc.

Unlike its study of last fall, which compared five publications, four radio shows and five tv programs, the new study is confined to printed media only. A. Edward Miller, director of research for *Life*, explained that to include the broadcast media as well would require 16,000 tables.

"Inasmuch as there has been single issue duplication material available in previous audience studies, our major objective was to extend the availability of duplication data to several issues and on a frequency basis," Mr. Miller said.

"In interviewing for 'A Study of Four Media,' due to summer program interruptions and other features, only four radio and tv programs were measured, as compared with six issues of the individual printed media. Therefore, because the difference of study basis made comparability of duplication on a cumulative and frequency basis impossible, we decided not to include radio and tv comparisons in the formal report."

Mr. Miller said that a supplementary tabulation of duplication data between average per program audiences of specific radio or tv programs and average issues of printed media had been compiled and are available on request.

The base data are now some two years old, he pointed out, so while they are still valid for magazines they have no current significance for the broadcast media, where programs do not have paid up subscribers for long periods and whose audiences may change radically in a short time, particularly when changes occur in other programs broadcast at the same time. The audience information used in this study, he noted, was collected before *I Love Lucy* had become a top-ranking tv show, which doubtless affected the audience of *Lux Radio Theatre*, on at the same time.

Early Report Drew Fire

By not making a general release of the broadcast data of audience duplication, *Life* will this time avoid the barrage of criticism with which broadcast statisticians greeted the 1953 study. Chief target for their ire was the comparison of single radio and tv program audiences with the overall audiences of publications, which the broadcast researchers felt to be like comparing a room (radio or tv) with a house (publications) and to short change the broadcast media unmercifully.

A realistic approach to radio advertising

Let's be realistic—you, as a time buyer or advertiser, have a perfect right to question the selling power of radio in any market. Let's be equally realistic about proof of selling power of any medium. Positive proof is difficult to obtain. Too often variables outside the advertising structure affect the sale of the advertised product.

We believe, however, that at WSM we have an indication of the effectiveness of WSM radio that pinpoints selling results in an unusual way.

WSM is not a mail-order specialty station. There are few mail order accounts which can meet our specifications. However, we know that in the mail order field, as in no other, sales results are quickly and directly measured.

Thus our interest in the latest figures from Noble-Dury & Associates, advertising agency for the Carter Chickery of Eldorado, Illinois. For nineteen consecutive years Carter Chickery has been a successful WSM advertiser with a live Saturday night program featuring Grand Ole Opry talent. Has radio paid off in direct sales in 1954? *"Using no advertising but our WSM program Mr. Carter has sold over two million baby chicks priced as high as $43.95 per hundred this season,"* reports Noble-Dury. *"This is the second biggest year in Mr. Carter's history, exceeded only by 1943."*

Being realistic—radio continues to be the great mass selling medium in this Southern market.

And WSM, as always, ranks **#1**

NASHVILLE • CLEAR CHANNEL • 50,000 WATTS

'Dragnet' Tops Videodex Ratings for May 1-7 Week

NBC-TV's *Dragnet* topped the Videodex ratings for network tv programs for May 1-7, based both on percentage and number of tv homes reached. The listing of top 10 programs follows:

VIDEODEX TOP TEN NETWORK PROGRAMS
May 1-7, 1954

	Name of Program	No. of Cities	% Tv Homes
1	Dragnet (NBC)	95	44.5
2	I Love Lucy (CBS)	126	40.7
3	You Bet Your Life (NBC)	127	38.4
4	Toast of the Town (CBS)	116	34.1
5	Jackie Gleason (CBS)	88	33.4
6	Comedy Hour (NBC)	108	33.2
	Milton Berle (NBC)	109	33.2
7	Your Show of Shows (NBC)	70	31.2
8	Ford Theater (NBC)	137	30.9
9	Kraft Tv Theatre (NBC)	55	30.8
10	Tv Playhouse (NBC)	95	29.9

	Name of Program	No. of Cities	No. Tv Homes (000's)
1	Dragnet (NBC)	95	13,424
2	I Love Lucy (CBS)	126	13,068
3	You Bet Your Life (NBC)	127	12,224
4	Toast of the Town (CBS)	116	10,414
5	Comedy Hour (NBC)	108	9,983
6	Ford Theatre (NBC)	137	9,981
7	Milton Berle (NBC)	109	9,921
8	Jackie Gleason (CBS)	88	9,304
9	Tv Playhouse (NBC)	95	9,267
10	Godfrey & Friends (1st half) (CBS)	112	8,891

L. A. Viewers Unwilling To Pay Extra for Uhf

WITH only 3% of the people queried able to receive uhf, almost 82% report they would not pay $25 to convert their uhf sets, according to the 11th semiannual Tele-Census conducted among 2,500 Los Angeles tv set owners by Hal Evry. Less than 2% expect color tv to be at a price they can afford this year. Some 87% think it will be more than two years.

As to set turnover, 73% have had their sets more than two years; 15%, one to two years; and 12%, less than a year. While 8% would not replace their set if it were destroyed beyond repair, 86% report they would make replacements.

Movie-wise, compared to last year, 31% go to the movies less; 13%, more; and 56%, the same. Over 59% signified willingness to pay $1 per program to see first quality movies on home tv sets, while 33% answered in the negative. Of set owners, 69% said tv makes national affairs clearer; 6%, more confusing; 25%, no difference.

Factory Tv Tube Sales Down

FACTORY SALES of cathode ray tv tubes in April totaled 727,655 units, compared to 759,468 tubes in March, according to Radio-Electronics-Tv Mfrs. Assn. Four-month sales totaled 2,690,519 compared to 3,705,997 in the same 1953 period. Sales of receiving-type tubes in April totaled 29,640,942 compared to 29,063,484 in March. Four-month sales were 106,026,920 compared to 163,401,355 in the same 1953 period.

Electronic Technicians Study

STUDY on "Mobility of Electronic Technicians 1940-1952," Bulletin 1150, has been issued by the Bureau of Labor Statistics. The report said the sample of 1,926 persons was one of the largest groups of workers ever studied in a single occupation.

The report said average weekly earnings were highest among electronic technicians in broadcasting stations (only large cities were sampled) with 71% of them earning $100 or more per week. Median was $107. Period quoted was for April-May 1952, the report indicated. Lowest median was $73 for radio-tv manufacture with $77 median for radio-tv repair.

NARTB BOARDS FACE UHF, TVAB PROBLEMS

Scheduled to meet in Washington the week of June 21, NARTB's full board and the separate Radio and Tv Boards will consider the problems created by NARTB's decision to participate in the Senate uhf hearings and by the newly-organized TvAB.

TWO station movements outside NARTB's structure will be considered at the semiannual meeting of the association's full board, plus the separate Radio and Tv Boards, to be held in Washington the week of June 21.

One minor trouble area centers around two separate uhf organizations that are concerned over decisions of the NARTB Tv Board's decision to take part in the Senate Communications Subcommittee uhf hearings.

Second problem, also in the tv field, is the TvAB sales promotion project that drew an estimated 105 members at the NARTB Chicago convention and served to sidetrack an NARTB long-term move in the same direction.

Thus far neither move has aroused serious fears that a group of tv stations might break off from the association. NARTB's president and board chairman, Harold E. Fellows, last Thursday reassured member stations that the association would take no sides in the uhf hearing.

Of the two uhf groups—Uhf Tv Coordinating Committee and UHF Tv Assn.—the latter has been critical of NARTB's decision to take part in Senate hearings and has uttered charges about the intent of "fat cats" [B•T, May 31].

Promotion Aims Cited

TvAB's ranks are dominated by NARTB tv member stations and the sales promotion unit's officers are firm in stating that they have no fight whatever with the trade association but merely want to promote spot and local sales. Networks, aside from o&o stations, are excluded from TvAB. NARTB has been working since December, 1952, on an all-tv industry sales promotion project to be set up within the association and then put out of the house to operate as a separate unit.

The week of meetings will open with sessions of committees and the separate Television Code Review Board. Sitting for the first time with the code group will be two new members—William B. Quarton, WMT-TV Cedar Rapids, Iowa, and G. Richard Shafto, WIS-TV Columbia, S. C. They replace Walter J. Damm, WTMJ-TV Milwaukee, and Ewell K. Jett, WMAR-TV Baltimore. Other members are John E. Fetzer, of the Fetzer station group, chairman; J. Leonard Reinsch, WSB-TV Atlanta, vice chairman, and Mrs. A. Scott Bullitt, KING-TV Seattle.

Chairmen of the Radio and Tv Boards will be elected. Mr. Fellows has been serving as full board chairman as well as president since the retirement of Judge Justin Miller last April 1. Judge Miller also was Radio Board chairman. Robert D. Swezey, WDSU-TV New Orleans, is current chairman of the Tv Board.

Legislative, budget, convention, and regulatory problems top the board agendas. The Tv Board meets June 23, followed the next day by the Radio Board. The combined boards meet June 25.

Site for the 1955 industry convention will be selected. Last winter the board had shown an inclination to select Washington for the convention but pressure for a Chicago site has arisen because of its central location and the lack of a large hotel with exposition space in the Nation's Capital. Secretary-Treasurer C. E. Arney Jr. is understood to have an option on the Conrad Hilton Hotel, Chicago.

Legislative discussion of the boards will center around measures to restrict alcoholic beverage advertising, the Senate uhf hearings and proposals to amend the Taft-Hartley Act.

John F. Meagher, who retires June 15 as District 11 (Minn., N. D., S. D.) director to become NARTB's new radio (am, fm) vice president, will take part in the board meeting. An election to name his successor will be held in District 11 within a month.

New Radio Board members are James H. Moore, WSLS Roanoke, Va.; Robert B. McConnell, WISH Indianapolis, whose father, C. Bruce McConnell, once served on the board; Cy Casper, WBBZ Ponca City, Okla.; Walter E. Wagstaff, KIDO Boise, Idaho; Martin B. Campbell, WFAA Dallas; J. Frank Jarman, WDNC Durham, N. C.; Lester L. Gould, WJNC Jacksonville, N. C., and H Quenton Cox, Portland, Ore. Re-elected this year were E. R. Vadeboncoeur, WSYR Syracuse; Henry B. Clay, KWKH Shreveport, La.; E. K. Hartenbower, KCMO Kansas City, and Albert D. Johnson, KOY Phoenix.

Newly elected to the Tv Board at the Chicago convention were John Esau, KTVQ (TV) Oklahoma City, and W. D. Rogers Jr., KDUB-TV Lubbock, Texas. Re-elected at that time were Chairman Swezey; Clair R. McCollough, Steinman Stations; Harold Hough, WBAP-TV Fort Worth; Paul Raibourn, KTLA (TV) Los Angeles, and George B. Storer, Storer Broadcasting Co.

Board members now are paid $15 a day expenses for service during meetings, plus 7-cents-a-mile travel allowance. The payments fall well below actual out-of-pocket expenses to the directors, who receive no other pay for their year-round work on behalf of the association.

NARTB's 1954 budget will be reviewed by the finance committee, which in turn will report to the directors. The budget runs over $900,000, of which around $230,000 is allocated to television.

Hartenbower Re-Elected NARTB Dist. 10 Director

E. K. HARTENBOWER, general manager of KCMO Kansas City, has been re-elected as NARTB District 10 (Mo., Iowa., Neb.) director. He enters his second consecutive two-year term following a special election held in the district last month.

MR. HARTENBOWER

K. S. Gordon, KDTH Dubuque, Iowa, had been elected to the post last March in a three-way race but he resigned because of pressure of station business and personal matters. New terms of recently elected directors-at-large (one each in large, medium, small and fm groups, and even numbered districts) started following close of the Chicago convention last month.

KPHO's General Manager,
RICHARD B. RAWLS

High Fidelity comes to Arizona

a KPHO-COLLINS success story

Last year, KPHO in Phoenix decided to give Arizona its *best* radio signal and expand their listening area at the same time. Of course they needed the best transmitter available to do the job and that's where Collins entered the picture. After technical discussions and conferences with KPHO's engineers and General Manager, Dick Rawls, the decision was made, and a new Collins 21E-5kw transmitter was installed. Test runs were made, and KPHO was so enthusiastic they labeled and advertised their new signal quality "High Fidelity." On August 28, 1953, KPHO and the new Collins 21E hit the air waves. How about the response from Arizona's listening public? It was terrific. It completely justified the "High Fidelity" tag. But here's the story in Dick Rawls' own words.

KPHO Radio and Television
631 North First Avenue Telephone ALpine 4-5511 Phoenix, Arizona

November 25, 1953

Mr. C. T. Tasto
Field Engineer, Western Region
Collins Radio Company
2700 West Olive Avenue
Burbank, California

Dear Mr. Tasto:

So confident were we in the Collins 21E-5kw transmitter's ability to provide KPHO with Arizona's best radio signal, we started our advertising campaign featuring the "high fidelity" theme just two days after our first tests!

Our installation was completed and the new transmitter placed in operation at 1:33 p.m. on August 28, 1953. Frankly, we held our collective breaths as we had gone out on a limb telling Arizonans about our better quality-better signal just on the strength of first day tests. Then came the deluge: (From Arizona cities in which we weren't even heard before.)

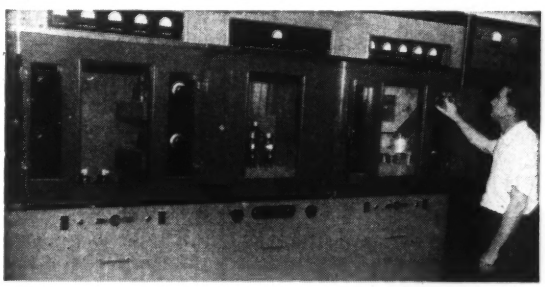
Ajo, Arizona: "Only Phoenix station that doesn't fade out."
Globe, Arizona: "Best Phoenix signal in downtown Globe."
Prescott, Arizona: "Fine and clear all the time up here in the mountains."
Kingman, Arizona: "Good, steady signal."
Tucson, Arizona: "Excellent reception all the time."
Flagstaff, Arizona: "Usually the best signal from Phoenix."
Yuma, Arizona: "First time I ever heard KPHO. Very clear."

And from our own Salt River Valley, we've received hundreds of letters and cards congratulating us on our extremely high quality. Where we heretofore had some pretty serious nulls with our old 5kw rig, we've had no unfavorable reports with the Collins 21E. Our listeners are very happy with the high fidelity signal we're transmitting for 19 hours a day and we've made all Arizona "high fidelity" conscious with a special on-the-air station break and daily newspaper ads.

We are most happy with our 21E...and more important, the people we serve throughout the state of Arizona are now receiving an excellent signal at all times and appreciate the quality of our transmission. That's why we've adopted our new slogan: "Your high fidelity voice of Arizona. KPHO in Phoenix."

Sincerely,
Richard B. Rawls
General Manager

RBR:lk



Collins 21E-5kw installation in KPHO's Radio transmitter building

KPHO's success is gratifying, but not surprising. The 21E is engineered to deliver that kind of performance in the 540 kc to 18 mc range. Such features as no crystal ovens, simplified frequency control, forced air cooling of the entire transmitter, and Collins advanced design can't help but produce a "High Fidelity" signal. And by now, KPHO has discovered how convenient and economical the Collins 21E is. It's smaller, one-half the size of most 5kw's—there are only 9 types of tubes to deal with and all relays and other components are easily accessible for servicing.

Our thanks to KPHO for their enthusiastic endorsement, and our congratulations on their outstanding success. *Contact the Collins Office nearest you for full information on the 21E-5kw.*

COLLINS RADIO COMPANY Cedar Rapids, Iowa

11 W. 42nd St., NEW YORK 36 • 1930 Hi-Line Dr., DALLAS 2 • 2700 W. Olive Ave., BURBANK
Dogwood Road, Fountain City, KNOXVILLE • Petroleum Bldg., TALLAHASSEE, FLORIDA
Collins Radio Company of Canada, Ltd., 74 Sparks Street, OTTAWA, ONTARIO

COLLINS

NATRFD 'CONFIDENT' AT CHICAGO CLINIC

First sales clinic, held in Chicago by tv-radio farm directors, reflects confidence in directors by both audience and sponsors of broadcast media.

CONFIDENCE was the keynote sounded by farm directors at their first national radio-tv sales clinic in Chicago last Tuesday.

Success stories and examples designed to reflect this confidence in radio-tv farm directors at the audience and sponsor level characterized the one-day session at the Sheraton Hotel, with Jack Jackson, KCMO-AM-TV Kansas City, presiding as president of the National Assn. of Television and Radio Farm Directors. Stations also cooperated on the sales clinic, along with the Rural Radio Network.

In a morning session Lyle Webster, director of information, U. S. Dept. of Agriculture, told directors that while his agency is active in radio and television, it will continue to depend primarily on farm directors for localized services. He spoke on "The Importance of Farm Radio and Television to American Agriculture."

Charles H. Smith, research director, WCCO-AM-TV Minneapolis, discussed tools for selling farm radio to advertisers. He noted radio receivers still dominate farm households, and are heard in tractors, in barns and elsewhere.

Mal Hansen, WOW-AM-TV Omaha, described the "plus" for directors among farmers, giving examples of prospects for potential customers. Mr. Hansen headed the Sales Clinic Committee.

Builds Good Will

Use of farm programs to help develop a station's other programming and build good will was described by Gerald L. Seaman, radio-tv director, Bert S. Gittins Adv., Milwaukee. He claimed that tv-radio farm directors "give you more farm audience any time."

Ralph Hardy, vice president in charge of government relations, NARTB, posed a challenge to the directors, noting that types of programs vary for individual stations. He stressed the need for personalized work at the director's level. Mr. Hardy was guest speaker at the clinic luncheon.

John H. Boyle, radio-tv advertising director, Reynolds Metals Co., told members there is "no such thing" as the farm market. He called on farm directors to make themselves adaptable to localized conditions, utilizing different approaches as they see fit. Mr. Boyle also stressed the "sincerity" factor on behalf of farm directors.

Lew Van Nostrand, sales manager, WMT-AM-TV Cedar Rapids, reported that farm programs have paid off handsomely for advertisers on his station and cited low cost figures for each such program and listener.

Other speakers on the afternoon panel discussion were Jack Dow, vice president and account executive, Bozell & Jacobs, and P. A. Sugg, manager, WKY-AM-TV Oklahoma City. A reception followed the day's sessions, opened by Mr. Jackson with a discussion of the purpose and objectives of the first national farm radio-tv sales clinic.

Montanans Set August Meet

FALL meeting of Montana Radio Stations Inc. is scheduled for Aug. 28-29 at Flathead Lake. President Ian A. Elliot, general manager of KRIF Miles City, has requested members to forward ideas for program material.

THE MEDICAL and dental professions have applauded NARTB's tv code and the steps taken to meet their objections to "white-coat" commercials. Voicing approval to NARTB President Harold E. Fellows (center) are Dr. George F. Lull (l), secretary - general manager, American Medical Assn., and Dr. Lon Morrey, editor, official journal of American Dental Assn.

Carolina Assns. Arrange Speakers for Convention

A PARTIAL LIST of speakers for the first annual convention of the North Carolina Assn. of Broadcasters and the South Carolina Radio & Tv Broadcasters Assn. July 1-2 at Myrtle Beach, S. C., was announced last week by co-chairmen Billy Page, WFTC Kinston, N. C., and Tom Daisley, WIS-TV Columbia, S. C.

They are Richard Lewis Jr., WINC Winchester, Va., "How We Corraled Sears, Roebuck"; Fred Coe, producer with *Philco-Goodyear Tv Playhouse*, "Tv Production—Prime Objective for Good Programming"; John F. Meagher, KYSM Mankato, Minn., NARTB radio vice president-elect, "What's Ahead in Radio"; Warren E. Foster, Coca-Cola Co., Atlanta, banquet speaker, "What Radio and Tv Mean to Me."

Cocktail parties and dancing and other recreation are planned beginning the evening of June 30 and lasting through the afternoon of July 2. The banquet is set for the evening of July 1.

Membership of TvAB Passes 105-Station Mark

TELEVISION Advertising Bureau has a membership of 105 tv stations and additional memberships are coming in daily, Richard A. Moore, vice president and general manager of KTTV (TV) Los Angeles, and temporary chairman of TvAB, said Friday in a statement issued from the organization's temporary headquarters in Suite 635-6, Hotel New Weston, New York. Telephone number is Plaza 8-1136.

Following the successful launching of the TvAB idea at the NARTB convention in Chicago [B•T, May 31], an executive committee headed by Mr. Moore was appointed to conduct a membership campaign and carry on preliminary plans for the promotion organization. In about a month, the charter members of TvAB will elect a permanent board of directors. Plans are also under way for an inaugural dinner meeting to be held early in July in New York, at which the new officials will be installed and the new program commenced. All TvAB members will be invited to attend.

Members of the interim executive committee, in addition to Chairman Moore, are: Roger W. Clipp, general manager, WFIL-TV Philadelphia; Charles Crutchfield, vice president and general manager, WBTV (TV) Charlotte; Norman Gittleson, manager, WJAR-TV Providence; Jack Harris, general manager, KPRC-TV Houston; Vernon A. Nolte, general manager, WHIZ-TV Zanesville; William Quarton, general manager, WMT-TV Cedar Rapids; L. H. Rogers II, vice president and general manager, WSAZ-TV Huntington, W. Va.; W. D. Rogers, president, KDUB-TV Lubbock, Tex.; Frank Schreiber, general manager, WGN-TV Chicago; Harold P. See, station manager, KRON-TV San Francisco; George B. Storer Jr., vice president, Storer Broadcasting Co.

J. R. Covington, assistant vice president in charge of sales promotion, WBTV (TV) has been loaned to the committee to handle promotion and publicity for TvAB during the organizational period.

RETMA Unit to Investigate Boosters, Satellites in Uhf

FACTS about uhf and the role booster and satellite stations can play in the development of that part of the television medium will be reviewed at a June 23 meeting of a special uhf committee of the Broadcast Equipment Section, Radio-Electronics-Tv Mfrs. Assn.

The committee will be holding its second meeting, with site not yet selected. Its work will come before the RETMA annual membership meeting at Chicago June 15-17. Committee chairman is Ben Adler of Adler Communications Labs. Its satellite-booster activities were reviewed at a May 24 meeting of the RETMA Broadcast Section.

Facts about the WSM-TV Nashville booster and a Sylvania Electric Products satellite at Emporium, Pa., are being compiled by Mr. Adler's group and a report will be submitted to the FCC.

Working definitions of the terms have been adopted by the committee. A booster is described as a device which operates on the same frequency as the main or driving station at which the primary controlling radio, video and audio signal originate. A satellite is described as operating on a radio frequency channel differing from that of the main or driving station at which the primary controlling video and audio signals originate.

Other members of the all-industry committee, besides Chairman Adler, are Aaron Shelton, WSM-TV Nashville; C. J. Simon, General Electric Co.; E. E. Overmier, Sylvania Electric Products; J. D. O'Neill, Allen B. DuMont Labs; Neal McNaughten, RCA Victor; L. A. Bondon, Prodelin Inc.; A. G. Volletta, E. A. Hungerford, General Precision Labs; W. H. Rappolt, Standard Electronics Co.; C. R. Lane, Gabriel Electronics Div.; J. R. McKenna, Philco Corp.; Dr. Albert G. Veldhuis, Wind Turbine Co.; Leonard Rooney, Raytheon Mfg. Co.; Lester C. Smith, Spencer-Kennedy Labs.

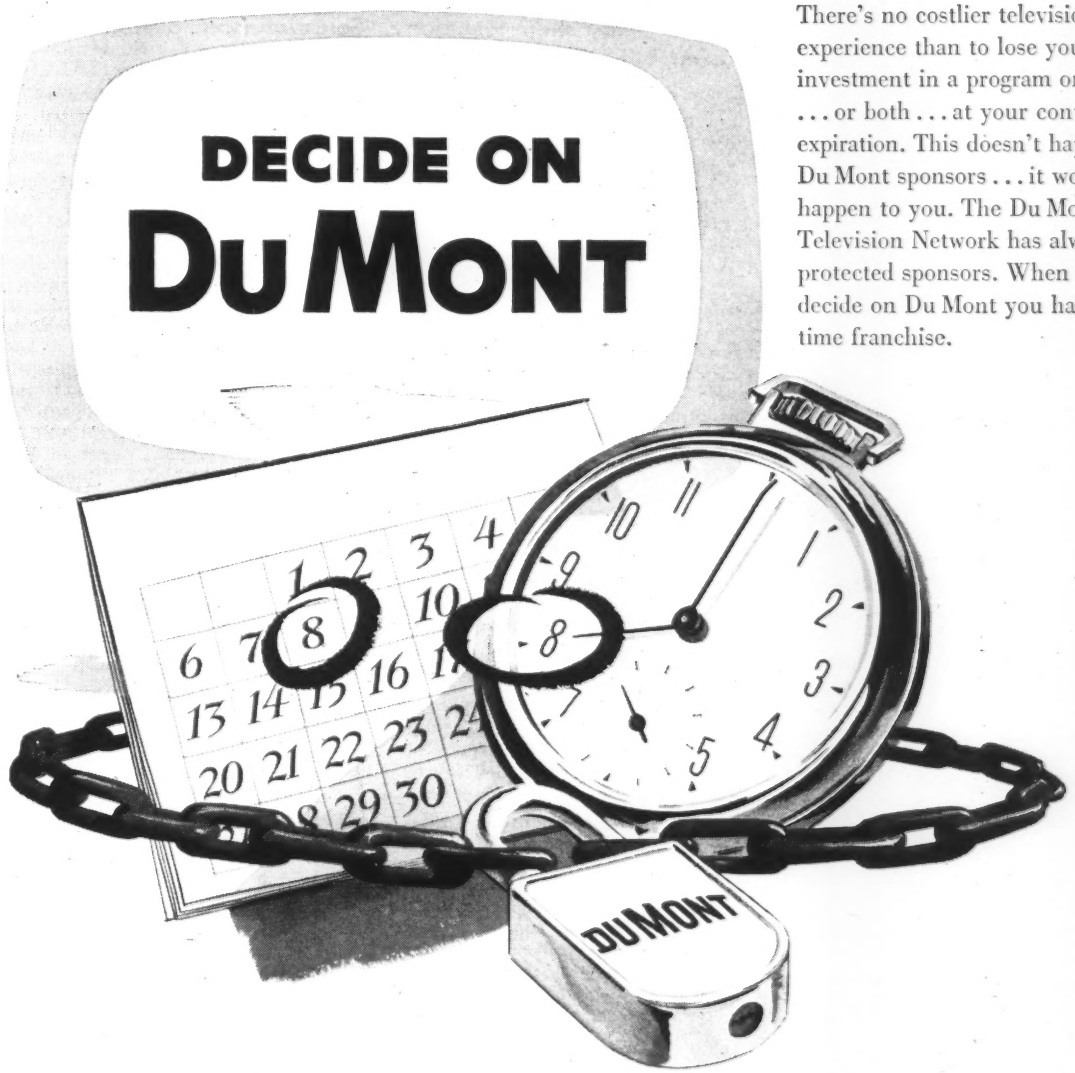
NSE Congress Confident Of U.S. Business Future

CONFIDENCE in America's business future dominated a gathering of more than 1,300 sales leaders who convened in Chicago last week for the 19th annual distribution congress of National Sales Executives.

Some 150 individual sales executive groups from 40 states were represented at the three-day convention and equipment fair at the Conrad Hilton Hotel June 2-4.

Sales leaders reported a "wholesome balance between supply and demand" has developed since the end of the Korean hostilities, with electronics and other fields tabbed for "vast

Decide on the Network that Protects Your Time



There's no costlier television experience than to lose your investment in a program or time . . . or both . . . at your contract's expiration. This doesn't happen to Du Mont sponsors . . . it won't happen to you. The Du Mont Television Network has always protected sponsors. When you decide on Du Mont you have a time franchise.

- **LOWER TIME COSTS**
  You save regionally or nationally on the Du Mont Network. For example, in the 5 largest U. S. markets alone, other networks cost as much as 12% to 41.5% more!

- **LOWER PRODUCTION COSTS**
  Your savings at Du Mont on production facilities result in more money available for time buys.

- **NO "MUST-BUY" PROGRAMS**
  Du Mont availabilities let you "buy" or build and become the sole sponsor of a program that meets your selling needs.

IT'S TIME TO DECIDE ON THE DU MONT TELEVISION NETWORK

515 Madison Avenue, New York 22, N. Y. MUrray Hill 8-2600
435 N. Michigan Avenue, Chicago 11, Ill. MO 4-6262

A Division of The Allen B. Du Mont Laboratories, Inc.

possibilities." The prospect for return of competition in selling was hailed as encouraging.

Among exhibitors were Ampro Corp., Atlas Film Corp., Encyclopaedia Britannica and Wilding Picture Productions Inc. Fred Lazarus, president of Federated Department Stores, was presented NSE's management award.

Among speakers were Wilma McNess, speech and dramatics department, Rockford College, and Dr. A. C. Van Dusen, vice president, Northwestern U., who talked on "How to Use Psychology in Selling." Miss McNess claimed that "communications must be a basic aspect of everyday business life" and that "businessmen fail to grasp the importance of reading, listening and talking properly."

AWARD for the best tv sports program in the Twin Cities, presented jointly by the Ad Club of Minneapolis and the local chapter of American Federation of Television & Radio Artists, was won by Jack Horner (r) of KSTP-TV. He relays the citation to Jack Moran (c), advertising director for Hamms Brewery, sponsor, and Art Lund, Campbell-Mithun Adv. Agency radio-tv director. KSTP-TV won nine of the 14 Ad Club-AFTRA awards for 1953.

TRADE ASSNS. PEOPLE

Walter Marto, owner, Walter Marto Adv. Agency, Pasadena; **Edward G. Neale Jr.,** partner, Neale Adv. Assoc., L. A.; and **Roderick A. Mays,** owner, Mays & Co. Adv., L. A., elected to three-year terms as board members, Southern California Advertising Agencies Assn.

Alva M. Hollander, partner, Welsh, Hollander & Coleman Adv., L. A., elected to one-year term.

Charles W. Fenton, appointed sales director, Canadian Assn. of Radio & Television Broadcasters.

Cliff Brown, in charge of radio-tv publicity, Universal-International Pictures, elected chairman of radio-television sub-committee, Assn. of Motion Picture Producers studio publicity directors committee. He succeeds **Milt Howe** of RKO Radio Pictures.

Robert M. Hawkes, formerly with ABC program dept., to Chicago sales staff, American Newspaper Publishers Assn. Bureau of Advertising.

Julian Ross, formerly secretary of Textile Veterans Assn., appointed executive secretary, League of Adv. Agencies, with headquarters in New York.

Lester Adams, formerly editor, *Portland Telegram,* to Oregon Milk Producers Assn., that city, as manager.

SENATE UHF INQUIRY SCOPE ENLARGED; VHF OPERATORS MUSTER SOLID FRONT

Hearings, postponed once again, will resume June 15. Vhf operators, NARTB ready their testimony. Sen. Johnson, despite setback, still pushes bill to drop excise tax on uhf sets.

THE SENATE uhf hearing, already voluminous in testimony and exhibits, has all the appearances of becoming a full redress of tv grievances, making a grandiose sweep of the industry picture.

Among the developments last week in the Senate, and in various segments of the industry:

● A swelling list of witnesses still to be heard forced a rescheduling of the hearing's resumption from last Thursday-Friday to Tuesday of next week, with sessions expected to run through Friday (June 18).

● Sen. Edwin C. Johnson (D-Colo.) blocked by a newly-adopted Senate Finance Committee policy not to consider excise tax changes during its current study of the revenue bill, has not given up his battle to eliminate the 10% Federal excise levy on sets accommodating uhf reception.

● Vhf station operators, stunned by rapid fire uhf operator testimony before an apparently sympathetic subcommittee in the May 19-21 hearing, drove toward a united front in preparation of its participation in the hearing.

● NARTB clarified its position on the role it is assuming in the hearing.

● The networks apparently still are very much the subject of uhf operator consideration as can be assumed by a report that the UHF Tv Assn. is seeking a disclosure of financial arrangements between tv networks and affiliates. The networks' presentation will be made next week in the upcoming hearing sessions.

Johnson Intentions on Tax

Sen. Johnson, a member of the Finance Committee, in disclosing the group's vote on excise taxes, said he still planned to bring up his uhf excise tax amendment to the revenue bill after the committee concludes its marking up of the measure. Current timetable of the committee is to finish this work by today (Monday).

If beaten down, Sen. Johnson said he may attempt to tack his amendment to some other bill now before the Finance group. It was understood should this tactic fail, the Senator may make a last-ditch floor stand for his proposal.

The Coloradan is not battling alone. In the Senate, he has the full support of the Potter subcommittee which has adopted a resolution favoring the tax elimination. The tv industry position, as expressed by NARTB and the Radio-Electronics-Television Mfrs. Assn., is unanimously behind the Johnson proposal.

Unanimous support for the position to be taken by the informal group of vhf broadcasters in their presentation has been received by W. Theodore Pierson, Washington counsel for the group, it was learned last week.

Responses to the more than 400 telegrams sent to all vhf broadcasters—licensees, permittees and applicants—has assured that the vhf position will be submitted forcefully to Sen. Potter and his colleagues, it was said.

The vhf group also received support in its proposal to approve the recommendations already made to the Senate subcommittee to (a) encourage the production and sale of all-wave receivers and (b) use booster stations to improve service inside a station's coverage area.

General attitude of the vhf group, subscribed to by all of the more than 100 who replied as of Thursday, is that it will oppose those proposals having an adverse effect upon the whole medium of television in the attempt by uhf broadcasters "to get revenues and programs."

The vhf group also asked for individual statements of facts and opinion to be sent to the Washington counsel regarding early difficulties with set circulation, program resources, economic support, money risked and losses incurred. These will be submitted to the Senate committee, it was said.

It was emphasized that the vhf group has no intention of becoming a formal organization and that its establishment is only temporary. Signing the telegram were the following:

Paul R. Bartlett, owner of KFRE-AM-FM Fresno, Calif., and a tv applicant for ch. 12 there; Hugh Halff, WOAI-TV San Antonio; Jack Harris, KPRC-TV Houston; J. Leonard Reinsch, Cox stations (WSB-TV Atlanta and WHIO-TV Dayton); L. H. Rogers, WSAZ-TV Huntington, W. Va.; P. A. Sugg, WKY-TV Oklahoma City; H. W. Slavick, WMCT (TV) Memphis; Robert D. Swezey, WDSU-TV New Orleans.

The Vhf Position

THE VHF position, enunciated in the telegram which was sent out over the Memorial Day weekend, comprises opposition to:

● Elimination of intermixture of vhf and uhf in the same markets.

● Re-allocation of all television to the uhf band.

● Freeze on the processing of all tv applications—whether for new stations or changes in facilities of existing vhf operations.

● Reduction or limitation in vhf coverage.

Work on the vhf presentation was initiated by several vhf operators during the NARTB convention in Chicago two weeks ago [B•T, May 31]. Among those taking the lead in forming the group were Harold Hough, WBAP-TV Fort Worth, and Mr. Sugg. Others who attended a conference with Mr. Pierson in Chicago were Otto Brandt, KING-TV Seattle; Richard Moore, KTTV (TV) Los Angeles; Victor A. Sholis, WHAS-TV Louisville, and Mr. Harris.

A follow-up meeting, with eight to ten stations represented, was held in Mr. Pierson's Washington offices last Monday.

Points vhf witnesses intend to make to the Potter committee, according to Mr. Pierson, are that not all vhf broadcasters are "fat cats," and that there is a tremendous broadcaster and public investment in vhf which should not be easily imperiled. The reference to "fat cats" was in obvious answer to the statement put out by William A. Roberts, counsel for the UHF Television Assn. two weeks age [AT DEADLINE, May 31].

There will be three to six vhf spokesmen

who will testify as typical vhf broadcasters. Mr. Pierson also will take the stand in their behalf.

Meanwhile, the Uhf Television Assn. planned to ask the Senate subcommittee to force the FCC to enter into the record financial data from its files concerning the operating expenses and income of the four tv networks (ABC, CBS, DuMont and NBC) and their contractural arrangements with affiliates, including terms of payment.

This is designed to show, according to Uhf Assn. sources, that there is more than merely "arms length" business arrangements between the networks and some of their affiliates. By this is meant, it is understood, that prior am affiliation, personal friendships and other factors enter into such affiliation agreements.

At the same time, a meeting of the Uhf Television Industry Co-ordinating Committee to discuss strategy and procedures in the forthcoming second round of Senate subcommittee hearings was scheduled for Atlantic City over the past weekend. In addition to Benedict P. Cottone, counsel for the committee, others planning to be present were Harold H. Thoms, WISE-TV Asheville, N. C.; Fred Weber, WFPG Atlantic City and operator of the now suspended WFPG-TV there; John Eudaloy, WTAO-TV Boston, Mass., and Sherwin Grossman, WBUF-TV Buffalo, N. Y.

At NARTB, it was reported, that although several uhf operators had questioned the decision of the NARTB Tv Board to enter the uhf hearings, during the NARTB Chicago convention [B•T, May 31], the association had received only four inquiries on the subject as of Thursday night (see board story, page 40).

Explains Position

To clarify the NARTB position, President Harold E. Fellows sent a memo to all members Thursday, explaining its historic impartiality in controversial issues and inviting suggestions on the testimony it will give.

The memo follows:

In the backwash of the recent Convention, there have been some indications of disturbance among television members of the Association that my public remarks at the Convention indicated a disposition to "take sides" in the current uhf discussions which are being heard by the Communications Subcommittee of the Senate Interstate and Foreign Commerce Committee.

Perhaps it is best to clarify this matter presently before the misunderstanding becomes magnified by further erroneous interpretation.

By direction of the NARTB Tv Board, I will appear before the Committee when hearings resume June 15. I will not "take sides" and indeed, am not authorized to do so. In this, as in other so-called "segmentized" problems within the industry, the Association's testimony will be directed to developing—through statistics, research, and similar reports—a factual presentation for the benefit of the Committee in its deliberations. This summary will be straightforward, historical, chronological; its objective will be to present television developments in this country to date.

In the preparation of testimony, which is now in process, the Association management and staff will welcome any suggestions by any members. Such suggestions should comprehend, of course, the limits noted above within which the Association's comments will be offered.

Mr. Fellows and Thad Brown, NARTB tv vice president, Mr. Thoms in a pre-hearing discussion June 14. Originally Mr. Thoms had planned a June 2 session with Mr. Fellows, prior to the former date for resumption of the hearing.

As many as 22 witnesses, at a minimum, are expected to testify beginning Tuesday of next week. Order of witnesses' appearances and days they will testify probably will not be set until next week, it was understood.

Out-of-towners probably will be scheduled first on the subcommittee hearing agenda to accommodate time and travel arrangements.

Among those who are slated to appear:

For NARTB—Harold E. Fellows, board chairman-president; A. Prose Walker, manager of NARTB engineering department.

Vhf operators (witnesses not yet official) represented by Theodore W. Pierson of Pierson & Ball, Washington law firm. Also, George Storer, Storer Broadcasting Co.; Hulbert Taft Jr., Radio Cincinnati Inc. (WKRC-TV); Gordon Brown, WSAY Rochester, N. Y.; Leon Green, KNUZ-TV Houston; Philip Merryman, WICC-TV Bridgeport, Conn.; Raymond F. Kohn, president, WFMZ-TV Allentown, Pa.

Also, Ernest L. Jahncke Jr., ABC-TV; Jack Van Volkenburg, CBS-TV; Joseph V. Heffernan, NBC-TV; Joseph Brenner, KBAY-TV San Francisco; Franklin C. Salisbury, attorney, Salisbury & Wall; Raymond Wilmotte, consulting engineer; J. Howard McGrath, attorney [representing Edward Lamb].

Thomas P. Chisman, WVEC-TV Norfolk (Hampton); John Esau, KTVQ (TV) Oklahoma City; Irving M. Kipnes, Beachview Broadcasting Corp. (applicant for ch. 10 at Portsmouth, Va.); A. Earl Cullum, consulting engineer.

Both the room and starting time of the hearing are in doubt. Should G-16 in the Senate wing be used, the hearing will get underway at 1:30 p.m. with each day's session after Tuesday starting at 9:30 a.m. The hearing will begin Tuesday morning should the subcommittee obtain the larger space provided by the Senate Caucus Room.

FCC Approves Three Tv Merger Agreements

THREE television merger agreements, involving two tv stations and an am station, were authorized by the FCC last week.

In La Crosse, Wis., WKBT (TV) was transferred from sole ownership of WKBH Inc. to WKBH Inc., 49%, *La Crosse Tribune*, 41%, and five local residents, 10%. This was part of agreement which saw the grant of ch. 8 to WKBH Inc. when the newspaper withdrew its application [B•T, Nov. 2, 1953]. *La Crosse Tribune*-owned WKTY was recently sold for $90,000 to Lee & Assoc. [B•T, March 29]. WKBH Inc. is owned by Howard Dahl and family.

MR. DAHL

In Charleston, W. Va., WCHS-TV was transferred from The Tierney Co. to WCHS-TV Inc., owned 60% by The Tierney Co. and 40% by Capital Television Inc., stockholders, following withdrawal of the latter's application for the ch. 8 facility [B•T, Feb. 15, 1]. Sam G. Rahall was major stockholder of Capital.

In Wausau, Wis., WSAU was sold to Wisconsin Valley Television Corp. for $170,000 as part of a merger when it withdrew for ch. 7 there [B•T, May 17]. Charles Lemke, 49% owner of WSAU, has an option to become 25% owner of Wisconsin Valley, and John R. Tomek, 51% owner of WSAU, is retained as a consultant.

Realignment of control was also approved by the FCC last week in the transfer of 18% of WITV (TV) Fort Lauderdale from L. Coleman Judd and E. J. Richardson to George W. English Jr. and Mortimer W. Loewi and others for $42,500.

BROWN ASKS IMPOUNDING OF OPPONENTS' PROFITS

WSAY owner goes to court with his challenge of last year's FCC grant to Rochester share-time stations WVET-TV and WHEC-TV. He seeks a comparative hearing for ch. 10.

REQUEST that WHEC-TV and WVET-TV, both share time stations on ch. 10 in Rochester, N. Y., be ordered to give an accounting of their profits and that the profits be impounded was made by Gordon Brown, WSAY Rochester, N. Y., to the U. S. Court of Appeals in Washington last week.

Mr. Brown also asked the court to revoke the March 11, 1953, grant of ch. 10 to the two present operators and to order the FCC to give him a hearing on a comparative basis with them for the channel. Mr. Brown claimed he was entitled to the hearing on the basis of an application he filed on March 17 for the facility. He also charged that the Commission erred in dismissing his Sec. 309(c) protest against the WHEC-WVET grant, after first acknowledging him as a "party in interest."

Claims Grant Illegal

Part of Mr. Brown's appeal is the contention that the FCC illegally granted the ch. 10 applications one week after each of the applicants had amended its application to seek share time operation. Mr. Brown claimed that there was not sufficient time between the date the amendments were announced and the grant made to permit him to submit his application. Minutes of the March 11, 1953, FCC meeting indicate that three of the seven commissioners asked for additional time to study the revised ch. 10 applications, Mr. Brown said. Mr. Brown also made the point that it was not until May 22, 1953, that the Commission amended its rules to permit prompt consideration of a pending application which became cleared for grants through withdrawals of competing applicants or mergers.

The share time arrangement involving affiliation by each station with one network means the use of a single station in Rochester by two networks, Mr. Brown claimed, thus "involving a denial to the public of full choice of programming."

In justifying the statement that "prior to March 4 and up to March 17" he was "a *prospective* bona fide applicant for ch. 10," Mr. Brown said he first became interested in applying for a television station in 1948.

He attacked both WHEC and WVET by referring to WHEC's newspaper ownership (Gannett chain) and WVET's "financial inadequacies."

5 Months to Get Minutes

It took him five months to procure a copy of the minutes of the March 11, 1953, meeting of the FCC commissioners, Mr. Brown claimed. This was the reason he could not petition for reconsideration earlier, Mr. Brown implied.

In claiming economic injury, Mr. Brown said that since the advent of tv, independent, non-network-affiliated stations have realized increasing business. But, he said, WSAY has not shared in this increase because of the loss of prestige in not having a tv adjunct. Lack of a tv station has also worked against the possibility of WSAY securing a network affiliation, Mr. Brown added.

STORER HITS FCC STATION LIMITATION

Brief filed in U. S. Court of Appeals for D. C. supports protest by Storer Broadcasting Co. that FCC's multiple ownership rules are illegal and contrary to concept of granting licenses.

THE FCC's multiple ownership rule—which limits to seven the number of am and fm stations, and to five the number of television stations which may be owned by the same person or corporation—was attacked as illegal by Storer Broadcasting Co. last week when it filed its brief with the U. S. Court of Appeals in Washington.

Storer appealed from the Commission's limitation early this year [B•T, Jan. 25]. FCC's answer is due June 26.

The multiple ownership rule was made final by FCC late last year [B•T, Nov. 30, 1953], following a proposal regarding weighted allowances for multiple owners, first broached in 1948.

Most significant point made by Storer in its brief is that the Commission has attempted to go beyond the anti-monopoly laws and court decisions by numerical limitations on ownership. Storer also calls arbitrary and capricious, and without foundation in law, the FCC provision which holds that 1% ownership in corporations containing more than 50 stockholders constitutes control.

Storer challenges the Commission's right to specify the maximum number of broadcast stations which may be owned by the same person or group on three grounds: (1) It is not supported by statutory authority; (2) it is based on an erroneous interpretation of the anti-monopoly laws, and (3) it is inconsistent with the requirement that FCC must grant an application for a broadcast facility "if the public convenience, interest or necessity will be served."

Claims Constitutional Violation

Storer also claims the limitations violate the due process clause of the Fifth Amendment to the Constitution.

Emphasized is Storer's statement that it does not question the authority of the Commission to adopt general rules on multiple ownership in other respects "or to consider in licensing proceedings the facts bearing on the issue of whether the grant of a station will adversely affect competition or result in an undue concentration of control of radio or television facilities."

Referring to the Communications Act and the sections which apply the national anti-trust laws to broadcasting, Storer says: ". . . They do not attempt to extend the national anti-trust laws or apply to broadcasting a stricter rule or measure of monopoly than is applied by the courts to other industries."

The Commission is abdicating its responsibility when it sets a numerical pattern, Storer holds. "It is . . . submitted that the numerical proscription rules are invalid and constitute an abdication by the Commission of its duty to exercise an ultimate judgment in each case which comes before it whether the grant of a sixth television station, or an eighth radio station would serve the 'public interest, convenience or necessity.'"

Storer continues: ". . . The numerical proscription rules, by defining undue concentration of broadcast stations in terms of numbers, make one fact only the decisive fact from which a conclusive presumption of illegal concentration is derived. This forecloses the applicant from participating in a hearing or introducing any evidence in support of the other facts which may well support the determination that a grant of its application will promote competition and serve the public interest. . . .

"In applying the anti-trust statutes for nearly a century, the Courts have never been willing to adopt a rule of thumb based on size or number of units."

The 1% ownership clause is not only arbitrary and capricious, Storer states, but was adopted solely for administrative convenience. "But administrative convenience must yield to the Congressional intent. The Commission is required to consider control as a question of fact in each case," Storer contends. "It cannot abdicate its administrative discretion to an arbitrary rule premised on theoretical considerations."

The Storer brief was signed by Thomas H. Wall, Dow, Lohnes & Albertson, as attorney for the petitioner. Other counsel included John E. McCoy, secretary of Storer Broadcasting Co., and John B. Poole, Poole, Warren & Littell.

Storer Broadcasting Co., whose 262,750 shares of common stock are held by more than 1,200 stockholders, owns the maximum permissible number of am and tv stations. The company, largely owned by George B. Storer, operates WAGA-AM-FM-TV Atlanta, WJBK-AM-FM-TV Detroit, WSPD-AM-FM-TV Toledo, WBRC-AM-TV Birmingham, KGBS-AM-TV San Antonio, WGBS-AM-FM Miami, and WWVA-AM-FM Wheeling, W. Va.

Storer contracted early this year to buy Empire Coil Co. and its two owned television stations, KPTV (TV) Portland, Ore., and WXEL (TV) Cleveland, for $8.5 million [B•T, Jan. 11]. It also arranged to sell its San Antonio stations to the *San Antonio Express* and *Evening News* (KTSA-AM-FM) for $3.5 million [B•T, April 12].

Earlier last year, Storer applied for Miami ch. 7 with the proviso it would dispose of one of its existing tv stations if it received the grant in Miami. The Commission dismissed this application as contrary to the multiple ownership rule [B•T, Nov. 30, 1953].

WSPA-TV Site Transfer Meets New WAIM-TV Protest

PROTEST against the FCC's grant to WSPA-TV Spartanburg, S. C., to move its transmitter site from Hogback Mt. to Paris Mt., 5½ miles from Greenville, S. C. [B•T, April 12] was lodged with the FCC last week by WAIM-TV Anderson, S. C.

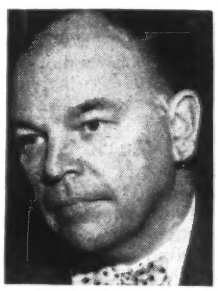
Two weeks ago, WAIM-TV asked the U. S. Court of Appeals in Washington to issue a stay against the grant and to reverse the Commission's action [B•T, May 31]. Previously, WGVL (TV) Greenville had submitted a Sec. 309(c) protest against the WSPA-TV modification order [B•T, May 17]. Both are uhf stations. WSPA-TV holds a CP for ch. 7.

Main contention of both protestants is that it is necessary for WSPA-TV to move nearer to Greenville in order to eliminate overlap with WBTV (TV) Charlotte, N. C., which is a CBS-TV affiliate, in order that the Spartanburg station also can affiliate with CBS-TV. They also maintain that the move upsets the allocation table which assigned ch. 7 to Spartanburg.

Legal objections and appeals began immediately following the Commission's temporary authority earlier this year for WSPA-TV to begin interim operation from Paris Mt. Following oral argument, the Court of Appeals issued a stay order. WSPA-TV surrendered its STA soon thereafter and followed that with an application to make its move to Paris Mt. permanent. This was granted last April and is the subject of the present pleadings. Both WAIM-TV and WGVL maintain that they are entitled to a hearing on WSPA-TV's application to modify its CP from Hogback Mt. to Paris Mt. The Commission has maintained that the new WSPA-TV site meets all the requirements for a Spartanburg station.

Lamb Contends FCC Failed To Support Dismissal Motion

FCC failed to cite legal precedent for its contentions that the protest of broadcaster-publisher Edward Lamb in the U. S. District Court for D. C. should be thrown out, Mr. Lamb argued last week in a reply to the Commission's motion for dismissal [B•T, May 31]. Mr. Lamb is suing FCC and its individual Commissioners for delay in hearing its charges that Mr. Lamb failed to disclose alleged Red ties, which associations he continues to deny [B•T, May 17].



MR. LAMB

Case before FCC involves license renewal of Mr. Lamb's WICU (TV) Erie, Pa., and his tv bids at Toledo and Orlando, Fla., among other applications. Mr. Lamb's counsel, former U. S. Attorney General J. Howard McGrath, told the court FCC has failed to disclose the sources of the charges and illegally is placing the burden of proof upon Mr. Lamb. Injunctive relief is sought from the court.

Mestre Brothers Acquire Minority Interest in WAPA-TV

ACQUISITION of minority holdings in ch. 4 WAPA-TV San Juan, P. R., by Goar Mestre and his brothers, principals in CMQ-AM-TV Havana and the Circuito CMQ radio-tv networks, was disclosed last week in an application filed at FCC for approval to assignment of the WAPA-TV permit from Jose Ramon Quinones individually to a new firm, Ponce de Leon Broadcasting Co. Mr. Quinones retains 78% control of the tv station and continues as licensee of WAPA radio.

Goar Mestre, CMQ president, acquires 8% stock interest in WAPA-TV while Abel Mestre, CMQ board chairman, and Luis Augusto Mestre each acquire a 6% interest. Consideration is furnishing of $20,000 in equipment for WAPA-TV, the application indicated.

New Am Grant for Pontiac

GRANT for a new am station at Pontiac, Mich., to James Gerity Jr. was reinstated by FCC last week as the Commission approved a joint petition by Mr. Gerity and WKMF Flint following voluntary resolution of a daytime interference protest by the Flint outlet. First authorized in May last year, the Gerity permit specifies 1460 kc, 500 w fulltime, directional night.

Advertisement

This message is the sixth of a series

What do jet-powered transports offer America?

The history of American aviation—both military and commercial—has been one of constant improvement and advancement. It is apparent that such progress has led into a new era—that of jet propulsion.

The growth and improvement of the "piston" engine have been major factors in bringing the science of flying to its present stage. The piston engine will continue to do valiant service. However, it is nearing the acme of its power potential. The new speeds and new altitudes for which aviation is reaching can only be achieved with the turbojet engine, ramjets or rockets.

Already the fighter-interceptor forces of the nation are converted almost 100 per cent to jet propulsion. The bomber forces are moving closer to that goal. More than 600 six-jet Boeing Stratojet medium bombers have been delivered to the Strategic Air Command. Wings at many bases are now "all jet." First production models of the Boeing B-52 eight-jet Stratofortress have come from the production lines. They will add a still more powerful punch to the nation's defense.

The next logical step is the introduction of jet-powered tanker-transports. Such aircraft would complement today's jet fighters and bombers. They would be able to accompany the fast new warcraft, matching their altitude and speed and refueling them in flight. Such aerial refueling greatly extends the range and effectiveness of both fighters and bombers.

In addition, military logistics would gain from having jet transports for the swift movement of troops and cargo.

In commercial air transportation the primary appeal is speed. People no longer fly for the thrill of flying—they fly to save time. Reduction of coast-to-coast flying time from 24 hours to 19 hours then to 12 hours and to 8 or 9 has been accompanied by ever-increasing numbers of people using this service. It is obvious that jet speed permitting 4 to 6 hours transcontinental service would give a still greater stimulus to commercial aviation. Transocean flying equally would gain increasing popularity with jet transport speed. And to speed, the jet transport adds smooth, vibration-free flight.

All these factors convinced the Boeing Airplane Company that there was definite need for a jet tanker-transport. Early in 1952 the company authorized the expenditure of $15,000,000 from the firm's own funds for the designing and building of a prototype jet airplane capable of being adapted into a military tanker-transport or a commercial transport model.

This was not a unique step in Boeing history. In the early 'thirties the company put a substantial amount of its financial resources into a revolutionary airplane—the prototype from which the B-17 Flying Fortress was developed in time for decisive action in World War II.

The Boeing jet tanker-transport prototype has been rolled from the factory for its testing program, and is expected to be in the air within the next few weeks, following some delay due to a minor mishap during taxi tests. It is a swept-wing airplane with four powerful jet engines mounted in pods under the wing. It will cruise in the 550-mile-per-hour range and will fly at altitudes up to 40,000 feet. It is designed to use present airport runways. It will carry high payloads—either in fuel for refueling other aircraft, military loads, or commercial passengers and cargo.

Boeing was in position to undertake this project because of its unparalleled experience in designing, building and testing multi-jet aircraft and conventional transports. In the latter category it has delivered more than 500 KC-97 tanker-transports to the Air Force.

The company is also in position to move swiftly and smoothly into production of the jet tanker-transport. It has the know-how and the skilled personnel. The transition from the present type tanker-transport to the newer jet could be made without production interruptions. It also believes that commercial production could be integrated with military production to the advantage of both. The military has always looked with favor on a modern up-to-date commercial transport system—available for military use in time of emergency as it was in World War II.

In one sense the idea of building a prototype is a gamble. But Boeing feels that the need is obvious—and urgent.

BOEING AIRPLANE COMPANY

SEATTLE, WASHINGTON; WICHITA, KANSAS

IKE URGES FREE PRESS, RADIO-TV

Similar thoughts on the importance of free communication of ideas and dangers of censorship are voiced by President Eisenhower and FCC Comr. Bartley.

PRESIDENT Eisenhower and FCC Comr. Robert T. Bartley apparently think a lot alike on the subjects of democracy's fortress in free communication of ideas and tyranny's alliance with censorship.

The President's address last Monday night in New York at the Columbia U. bi-centennial dinner dealt in some measure on the dangers of thought control, paralleling points set forth by Comr. Bartley in late January in his address on "American Broadcasting—Its Structure and Its Purpose" before the Radio-Tv Institute of the Henry W. Grady School of Journalism at the U. of Georgia [B•T, Feb. 1].

Both like to cite precedent opinions of Thomas Jefferson.

On censorship, President Eisenhower said: ". . . We know that when censorship goes beyond the observance of common decency or the protection of the nation's obvious interests, it quickly becomes, for us, a deadly danger. It means conformity by compulsion in educational institutions; it means a controlled instead of free press; it means the loss of human freedom."

Comr. Bartley said of censorship: "We can all agree, I believe, that an informed people is a wise people—that when the people are duly informed, they make the right decisions—that so long as there is a free flow of information, men will be free. Remove censorship from the totalitarian, and his regime will crumble."

Jefferson's Views Mentioned

The President noted of Thomas Jefferson that "he held that the free flow of information was indispensable to the maintenance of liberty. He wrote that if he had to make a choice between a society without newspapers or newspapers without a government, he would prefer the latter . . . A relentless foe of tyranny in every guise, Jefferson throughout his life was steadfast to a fundamental tenet of Western society, proclaimed 2,000 years ago in the treasury of the temple of Jerusalem, that the truth will make men free."

Comr. Bartley addressed his audience:

Thomas Jefferson, who was one of the greatest advocates of a free press, and, who, incidentally, was the victim of as villifying a campaign against him from the press as almost any man in history, defended a free press with these words in a letter to Judge Tyler in 1804, "No experiment can be more interesting than that we are now trying, which we trust will end in establishing the fact that man may be governed by reason and truth. Our first object should therefore be to leave open to him all the avenues to truth. The most effectual hitherto found is the freedom of the press. It is therefore the first shut up by those who fear the investigation of their actions."

"What do you think he would have said about television today?" the FCC Commissioner asked. He continued, "In defending the rights of the press, though, he also had another thought, and I quote him again, 'But for God's sake, let us freely hear both sides.' "

Citing the fears aroused by the police state's "suppression of all liberties and free inquiry," as well as those aroused by technological advances capable of mass destruction, President Eisenhower observed: "Amid such alarms and uncertainties, doubters begin to lose faith in themselves, in their country, in their convictions. They begin to fear other people's ideas —every new idea. They begin to talk about censoring the sources and the communication of ideas. They forget that truth is the bulwark of freedom, as suppression of truth is the weapon of dictatorship."

Later he noted, "Whenever, and for whatever alleged reason, people attempt to crush ideas, to mask their convictions, to view every neighbor as a possible enemy, to seek some kind of divining rod by which to test for conformity, a free society is in danger. Whenever man's right to knowledge and the use thereof is restricted, man's freedom in the same measure disappears."

Comr. Bartley pointed out "the point of focus today in the struggle between the free world and the world of totalitarian dictatorship is the right of men to the fullest access to information. It is in assisting this struggle for freedom today that it seems to me the broadcaster can best justify the grant of a license to him.

"The historic guarantees of freedom of the press and freedom of speech extend as well to radio and television. Those who are licensed to control the operation of radio and television stations must have as much freedom to express themselves, and be as free to permit expression and circulation of ideas and information, as any other person or medium."

Summarizing his opinions about the basis of broadcasting's freedom, Comr. Bartley concluded his address thus:

And the freedom of broadcasting can be guaranteed, not only by the licensee's observing the obligations designed by Congress to maintain free radio, but likewise by action by the FCC—supported by the industry and the public—in assuring that only those will be licensed in the field who have an awareness of the public responsibilities attending operation of a broadcast station, and who have been found qualified.

If either the Commission or the licensees are not awake to their responsibilities, the free structure of broadcasting is endangered. So long as the Commission exercises fully its powers by selecting and determining that its licensees are people of good character, so long as the broadcasters do not abuse their privileges, and so long as they operate in a fair-minded manner, a minimum of regulation is required. The diversification of ownership of stations to me is one of the key elements. Also, the Commission's expression with respect to editorialization has an important bearing. Keeping on the alert for the infiltration of speculative investment money, as contrasted with responsible operating owners, is another. Only in this manner and with the support of the industry, can we avoid the development of abuses which will most certainly bring about serious legislative restrictions upon the broadcaster's present freedom of action.

The American system of broadcasting, the proper use of radio and television stations—can be, and it should be, one of the cornerstones of liberty in this country.

Because of the unique potentialities of the media of radio and television,

—its powerful impact upon men's minds,

—its capabilities for influencing public opinion,

—its unparalleled capacity for creating in the viewer and listener a sense of participation in the historic events transpiring,

—its potentialities for the effective dissemination of information,

—its presence in practically every American home,

for all of these reasons, the licensees of radio and television stations should devote themselves to making their local stations, in addition to a means of entertainment and advertising, a real medium of communication in the community—a forum of the community in all phases of its cultural, economic and political life.

These are the broad horizons to which the broadcaster should aspire!

Say It With Braille

WHAT is believed to be FCC's first letter in Braille was written by Comr. Robert T. Bartley to blind nine-year-old Johnny Fearon of Atlanta. It read:

I have just read a very inspiring story which appeared in the April 28 issue of the *Atlanta Journal*. It's about one of the youngest ham operators in the country, whose name is Johnny Fearon.

Your interest in radio, and in mechanics and electrical devices as well, must afford you a full and adventurous life. Perhaps you will be a great inventor some day.

I wish you all the luck in the world.

TWO VHF TV GRANTS ISSUED BY FCC

West Virginia authorizations follow merger proposal. Second grant is to Alabama Educational Tv Commission.

TWO new vhf television permits were approved by FCC last week, one for ch. 4 at Oak Hill-Beckley, W. Va., and the second, a noncommercial educational authorization, for reserved ch. 7 at Munford, Ala. The latter is the 30th educational grant to date.

The West Virginia permit went to Robert R. Thomas Jr., licensee of WOAY Oak Hill, following a merger proposal which resulted in dismissal of a competitive application for ch. 4 by Joe L. Smith Jr., operator of WJLS Beckley

MR. SMITH MR. THOMAS

and WKNA-AM-TV Charleston, W. Va. Mr. Smith acquires option for 40% interest in the ch. 4 venture and is paid $5,000 to reimburse him for application expenses.

Comr. Frieda B. Hennock dissented in the ch. 4 action on the ground a question is raised on the control of mass media of communication because of the proximity and common control of radio and tv stations involved.

The new educational permit was issued to the Alabama Educational Television Commission. Full 316 kw effective radiated visual power is specified, with antenna height 2,000 ft. above average terrain on Mt. Cheaha.

Mr. Thomas told B•T it is hoped to have the new ch. 4 station on the air by Sept. 1. He said he will be in New York in a few days to negotiate network affiliation and national representation.

In other television actions, the Commission designated for hearing July 2 in Washington the competitive applications of WHIS Bluefield, W. Va., and Southern West Virginia Television Inc. for ch. 6 at Bluefield. Southern West Virginia Television includes N. Joe Rahall, president of WWNR Beckley.

With designation of the Bluefield case, FCC reported, there remain only seven more comparative hearings in as many cities to be for-

This one talks, and to so many people

The smart money buying broadcast coverage today goes after the most for the least—which means it buys *spot radio, on key stations.* That's the one best way to make each dollar talk to the greatest number of prospects, far more than in any other advertising you can buy. And it takes remarkably few dollars to do a big national job, because it takes just a few good stations. WJR alone, for instance, covers some 10% of U. S. buying power. Ask your Henry I. Christal man.

The Great Voice of the Great Lakes

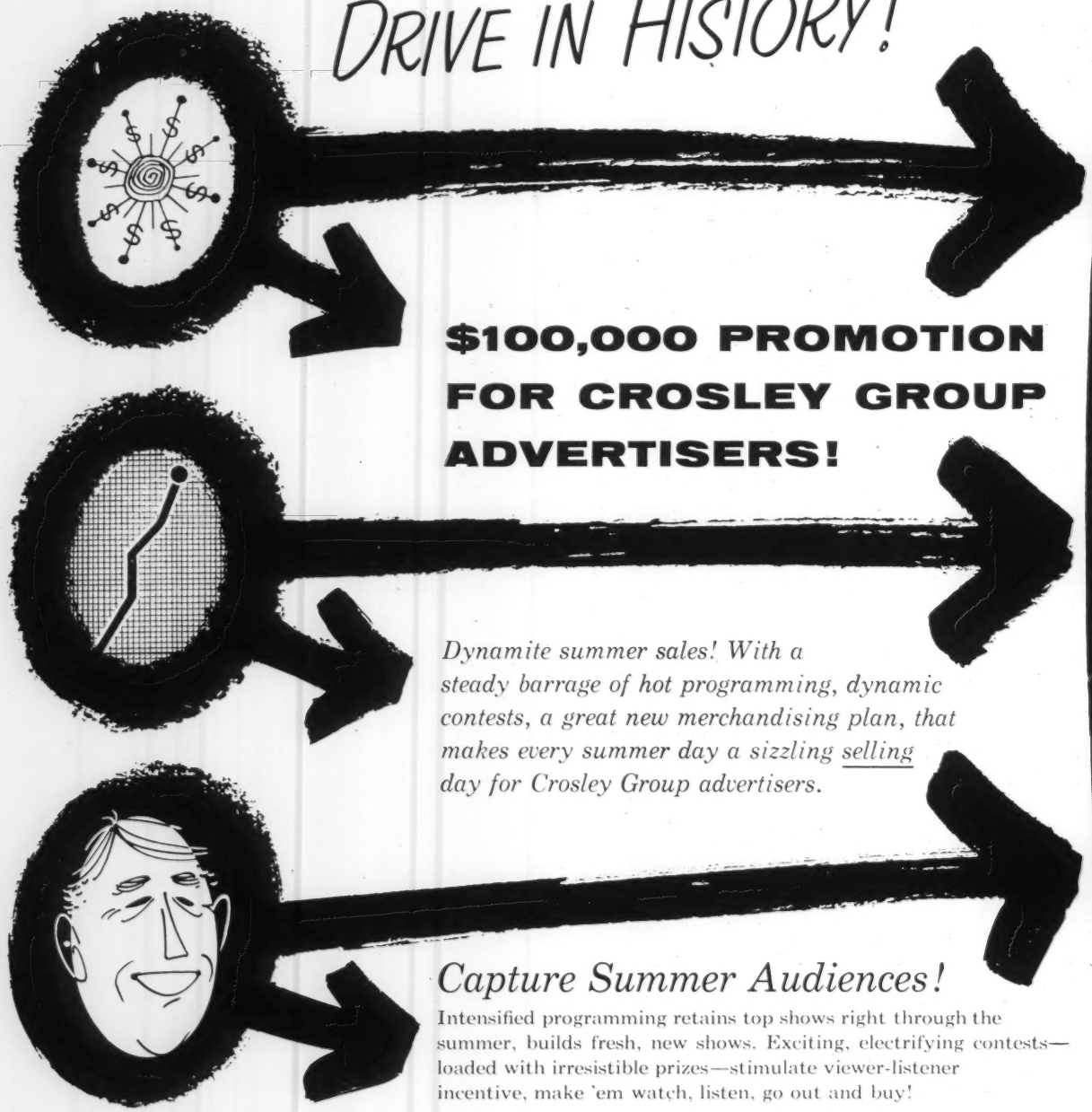
WJR

Detroit

50,000 watts CBS Radio Network

WJR's primary coverage area: 15,000,000 customers

GREATEST SUMMER SALES DRIVE IN HISTORY!



$100,000 PROMOTION FOR CROSLEY GROUP ADVERTISERS!

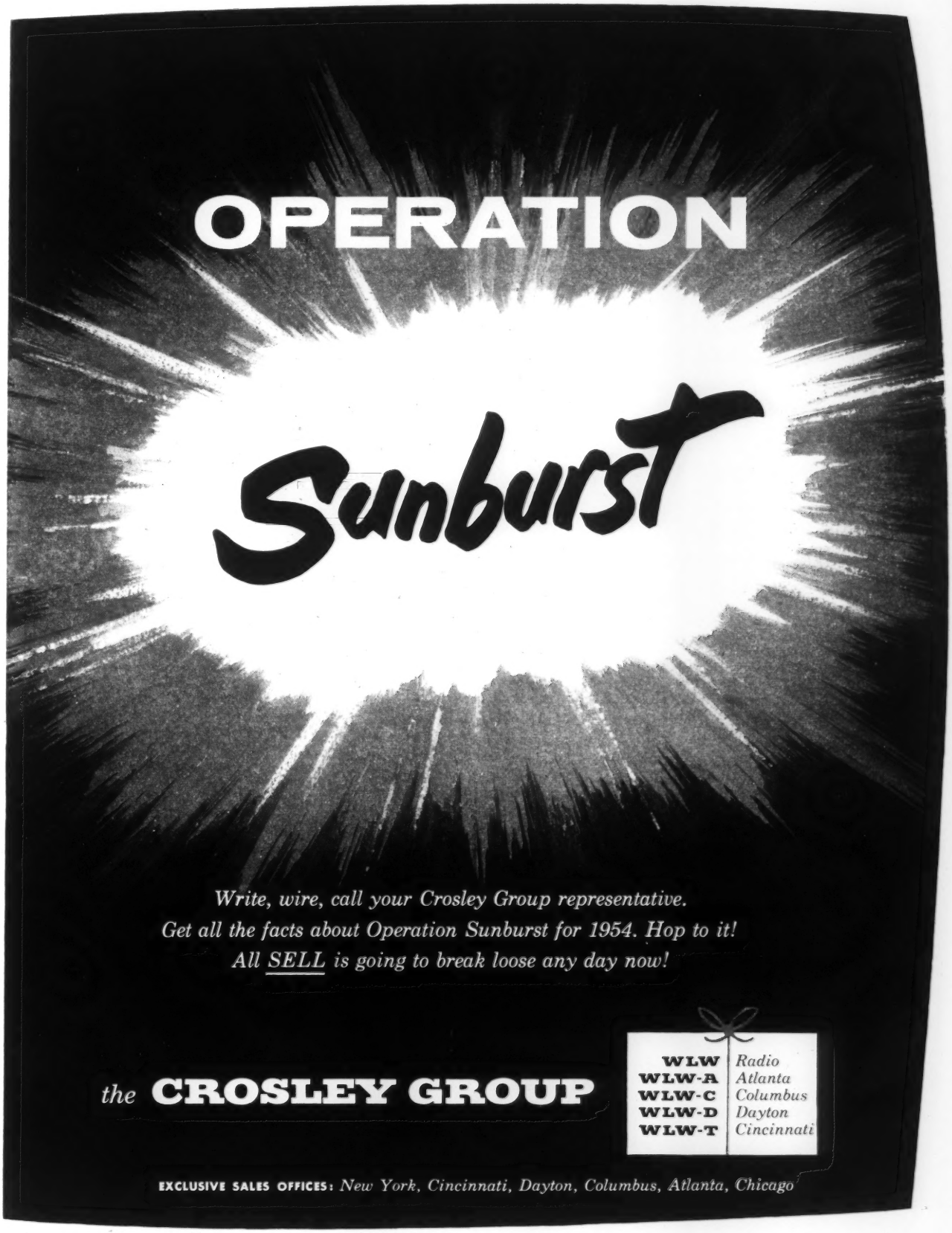
Dynamite summer sales! With a steady barrage of hot programming, dynamic contests, a great new merchandising plan, that makes every summer day a sizzling selling day for Crosley Group advertisers.

Capture Summer Audiences!

Intensified programming retains top shows right through the summer, builds fresh, new shows. Exciting, electrifying contests—loaded with irresistible prizes—stimulate viewer-listener incentive, make 'em watch, listen, go out and buy!

Move The Product!

An unusual boxtop-label premium offer will promote all Crosley Group advertised products. And only *those* advertised products will be eligible for the special offer. Each identified and merchandised as the key to an exciting Operation Sunburst premium—in all major retail outlets, including super markets, drug, hardware and jewelry stores, leading department and variety stores!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mally designated by the Commission. All having received at least one pre-hearing McFarland notice to date, the cities, channels and applicants are as follows:

Parma, Mich., ch. 10—Booth Radio & Television Stations Inc., Triad Television Inc., Jackson Television & Broadcasting Inc., Television Corp. of Michigan.

Boston, Mass., ch. 5—Allen B. DuMont Labs., *Boston Post*-WCOP, WHDH, CBS-WEEI, Greater Boston Television Corp.

San Francisco-Oakland, Calif., ch. 2—KROW Oakland, Channel Two Inc., Television California, San Francisco-Oakland Television Inc.

Toledo, Ohio, ch. 11—WTOL, Toledo Blade Co., WTOD (Edward Lamb), Citizens Broadcasting Co., Maumee Valley Broadcasting Co., Great Lakes Broadcasting Co., Anthony Wayne Television Corp.

Orlando, Fla., ch. 9—WHOO (Edward Lamb), WORZ, Mid-Florida Television Corp.

Washington, D. C., ch. 20—WEAM Arlington, Va., Metropolitan Television Corp. (WGMS).

Los Angeles, ch. 34—Lawrence A. Harvey, KFWB, Spanish International Television Inc.

The Commission reported that aside from the bids now in hearing status, only 43 applications for commercial stations await consideration. The 43 include those slated for hearing in the seven cities cited above. An additional 18 educational bids also pend before FCC.

REVENUE BUREAU 'CLEARS' FACTS FORUM TAX STATUS

Tax agents find organization still entitled to tax-free status.

TAX-EXEMPT Facts Forum, financed by Texas multimillionaire H. L. Hunt, and a producer of several radio-tv programs, has received a clean bill of health from the Internal Revenue Bureau.

It was reported last week that the Bureau found Facts Forum still to be entitled to its tax-free status as an educational organization.

This report on Facts Forum was produced during a session of a special House committee which is investigating tax-exempt foundations. It was revealed by committee associate counsel Arnold T. Koch who said the revenue service made the ruling after a check of the organization.

At the same time, Bureau officials testified before the committee. Revenue Director T. Coleman Andrews explained his agency handles the problem of granting tax-free status to more than 100,000 educational and philanthropic organizations.

Depends in 'Degree'

Assistant Internal Revenue Commissioner Norman A. Sugarman testified on difficulties his organization faces in determining what organizations should be free of taxes. Because of court decisions, he explained, organizations which try to create public opinion to favor one side of a controversial issue can still be tax exempt if they do not try "to any substantial degree" to influence legislation and provided their methods are educational in nature.

Rep. Wayne L. Hays (D-Ohio), a member of the committee, has charged Facts Forum with being a "propaganda machine" and with being used to help defeat such public officeholders as himself.

Rep. Hays, meanwhile, is conducting an independent study of radio-tv scripts of Facts Forum in an effort to determine to what extent the alleged propaganda is being put to use.

The purpose of the committee's current study is to uncover evidence in regard to the question of whether or not foundations like Rockefeller, Carnegie and Ford, among others, have helped promote un-American causes.

WSM-TV INVITES FCC TO APPROVE BOOSTERS

John DeWitt Jr., station president, in a letter to the FCC says developmental and experimental work is complete on the station's booster station serving Lawrenceburg, Tenn.

INVITATION to the FCC to immediately authorize booster stations for underserved tv viewers in a station's service area was extended last week by John H. DeWitt Jr., president of WSM-TV Nashville.

In a June 2 letter, Mr. DeWitt informed the Commission developmental and experimental work is complete on WSM-TV's booster station serving Lawrenceburg, Tenn., 70 miles from Nashville.

"It is felt now that the development is complete and that all information has been extracted from this experiment which might be needed to determine policy with respect to licensing stations of this type," Mr. DeWitt wrote.

He told the Commission that because of this, WSM-TV is not requesting an extension of its experimental authority, which expired June 2. However, he added, "If the Commission wishes to authorize WSM Inc. to continue operation of the booster station in order to bring improved service to the people of Lawrenceburg, we shall, of course, be glad to carry out such an authorization on any basis not requiring adherence to an experimental proposal on our part."

The WSM-TV booster, which began operating Jan. 1, 1953, utilized vertical polarization to bring the Nashville station's ch. 4 tv signal to Lawrenceburg's 7,000 residents [B•T, Jan. 19, 1953]. The main signal from WSM-TV is horizontally polarized; by changing the polarization of the booster's signal, interference between the two signals is minimized.

Success in proving this was cited by Mr. DeWitt in his June 2 letter. "It has been demonstrated," Mr. DeWitt said, "that through the use of vertical polarization in the booster station, boosters of this type can be placed on channels presently in use by either vhf or uhf stations without increasing co-channel interference. In other words, the new technique results in greater channel efficiency."

Formal request for authority to operate boosters or satellites was submitted by WSM-TV to the FCC last year [B•T, Nov. 9, 1953].

Earlier, Sylvania Electric Products Inc. petitioned the FCC to authorize commercial operation of satellites [B•T, Sept. 21, 1953]. Sylvania had been conducting experiments at Emporium, Pa., by picking up Pittsburgh tv signals and retransmitting them on uhf chs. 22 and 82 for the benefit of the 4,000 residents of its home community.

WSM-TV calculated a booster station could be built for $10,000. Sylvania estimated a satellite operation could be constructed for $15,000 to $20,000. Operating expenses in both types would be negligible, both stated.

At present, booster experiments also are being conducted by RCA in conjunction with WJTV (TV) Jackson, Miss., to cover Vicksburg, Miss. GE also is understood to be planning such a move in a southern city. Use of boosters or satellites has been mentioned during the Senate Commerce subcommittee hearings on the problems of uhf, as one means of helping uhf stations extend their coverage areas [B•T, May 24].

CHECKING last minute details for the Charlotte, N. C., "Freedom Day" celebration last month on WBT-WBTV (TV) there were (l to r): Kenneth I. Tredwell, vice president of Jefferson Standard Broadcasting Co., stations' licensee; Warren Hull, star of CBS-TV's *Strike It Rich* who emceed the event, and Charles H. Crutchfield, Jefferson executive vice president and general manager. WBT-WBTV beamed the two and one-half hour program to 67 radio and tv stations.

KVDO (TV) Corpus Christi Begins Test Operations

KVDO (TV) Corpus Christi, Tex., first station there, has started test patterns and expects to begin commercial programming June 13. Negotiations for network affiliations are in progress, L. W. Smith, general manager, reported. The ch. 22 outlet is represented by Adam Young Jr. Inc. Its base rate is $150 per hour and $30 per minute.

WCHS-TV Charleston, W. Va. (ch. 8), expects to begin regular programming Aug. 1, affiliated with CBS and represented by the Branham Co., John T. Gelder Jr., vice president-general manager, reported.

KTVO (TV) Kirksville, Mo. (ch. 3), plans to begin telecasting Aug. 16, James J. Conroy, president, announced.

WJNO-TV West Palm Beach, Fla. (ch. 5), affiliated with NBC, expects to go commercial in mid-August. The station has held a meeting of regional servicemen and dealers explaining the new operation.

The following stations have reported they expect to begin regular programming by June 30:

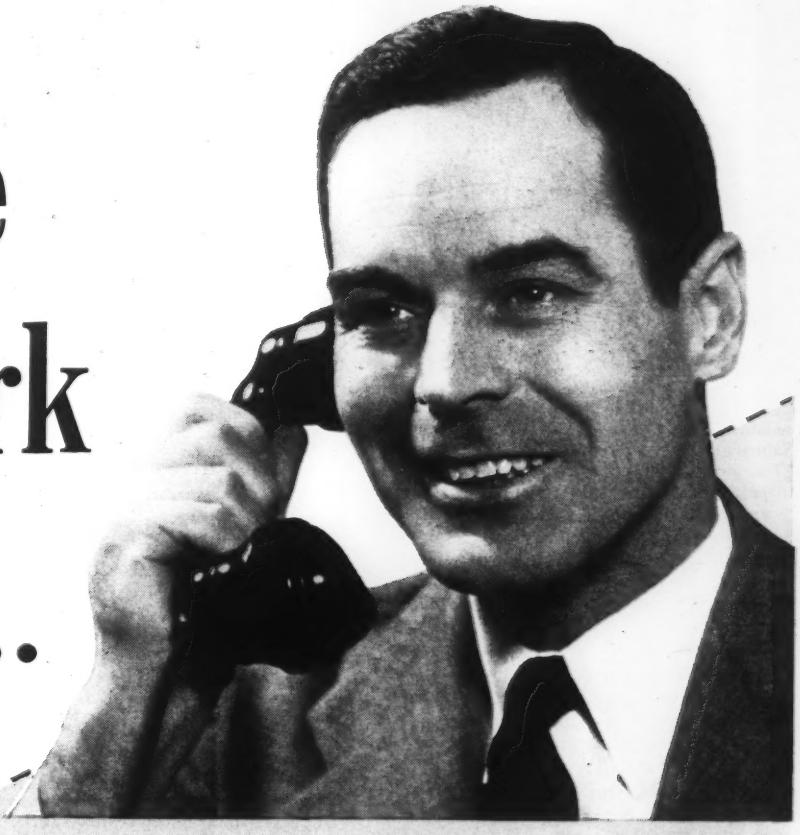
WMSL-TV Decatur, Ala. (ch. 23); WDBO-TV Orlando, Fla. (ch. 6); WBOC-TV Salisbury, Md. (ch. 16); WLAC-TV Old Hickory (Nashville), Tenn. (ch. 5); KVDO (TV) Corpus Christi, Tex. (Ch. 22).

(For details see TELESTATUS page 99.)

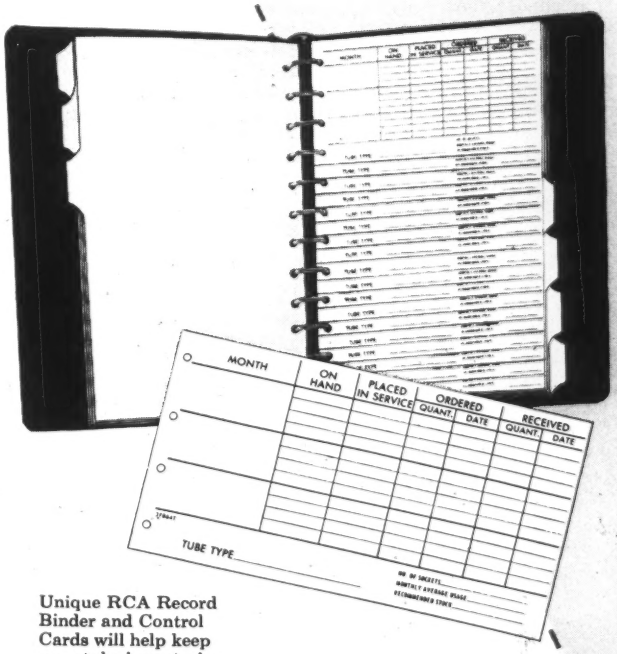
WIFM-AM-FM Elkin, N. C., Bought by Laffoon, Others

WIFM-AM-FM Elkin, N. C., were sold last week by James B. Childress to Tri-County Broadcasting Co., comprising Harvey Laffoon, owner of the *Elkin Tribune;* Will Erwin, who will be general manager, and Ed M. Anderson, who owns WBBO Forest City, WBRM Marion,

Put these 2 to work for you...



Your RCA Distributor can help you with your tube inventory problems —at no cost to you



Unique RCA Record Binder and Control Cards will help keep your tube inventories streamlined.

Here's how it works...

With the new *RCA Tube Inventory Maintenance Plan*, your *RCA Tube Distributor* can forecast your tube requirements with unusual accuracy . . . help you reduce overstocks, yet maintain a streamlined inventory.

Not only will you be able to set up adequate reserve stocks under this plan, but your *RCA Tube Distributor* can back up your month-to-month requirements by maintaining local stocks of the tube types you normally require.

It will pay you to get full details on the *RCA Tube Inventory Maintenance Plan*. Phone your local *RCA Tube Distributor* today, and let him show you how easy it is to get the plan started. You'll like doing business with him.

RCA

RADIO CORPORATION of AMERICA

ELECTRON TUBES

HARRISON, N.J.

and WPNF Brevard, all in North Carolina. Price was $35,500. Sale was handled by Blackburn-Hamilton, station brokers. WIFM operates with 250 w on 1540 kc and 0.35 kw on 100.9 mc.

Blackburn-Hamilton also announced it had handled the sale of WAZF Yazoo City, Miss., from Guy Corley to E. O. Roden, owner of WBIP Booneville, Miss. Price was $40,000. WAZF operates with 250 w on 1250 kc.

WLWA Atlanta Debuts New Television Studios

FOUR-DAY open house for WLWA (TV) Atlanta's new, modernistic studios began last Saturday and will last through tomorrow (Tuesday) with the general public invited to inspect Atlanta's newest television plant.

The Crosley Broadcasting Corp. station's new building has 36,000 square feet of floor space in which will be located 50 offices, including two large studios, one of which holds an audience of 300 people. WLWA is operating on ch. 11 with the maximum 316 kw power and a 588-ft. tower on a high level location.

Georgia Gov. Herman Talmadge was scheduled to arrive in a surrey with team of 11 horses to participate in ceremonies. Also scheduled during the open house were Georgia Tech's football eleven, while 11 attractive coeds from 11 principal southern colleges were to act as guides during the celebration.

The Atlanta station will award a convertible automobile to the guest who submits the winning slogan on WLWA. Door prizes also are being awarded. Visitors will get a preview of Crosley's "Operation Sunburst" promotion and the station has set June 20 for the start of its "Son of the South" contest. On display during the open house are $20,000 in prizes. A special open house was held last Friday for advertising agencies and key civic leaders in Georgia.

* * *

WLWA (TV) Atlanta's new studios contain 36,000 square feet of floor space, including 50 offices and two large television studios, one seating 300 people.

Funeral Services Held For Robert Chapman, WKY

FUNERAL services for Robert E. Chapman, 49, commercial manager of WKY Oklahoma City and recently appointed to the added duty of director of WKY radio operations [B•T, March 22], were held May 28 after his death May 26 following a cerebral hemorrhage.

MR. CHAPMAN

Mr. Chapman served as WKY commercial manager from 1938-41 and from December 1949 until his death, and during the intervening years was with the national advertising department of Oklahoma Publishing Co., which owns WKY-AM-TV. He had been with the company since 1926 except for a brief period in 1927. Survivors are his wife, his mother and a daughter.

Uhf WTSK-TV's Rothrock Protests Film Restriction

RESTRICTION of an industrial sustaining film, *The Richest Hill on Earth*, being made available mainly to vhf outlets by the Anaconda Copper Mining Corp., New York, brought a spirited protest from a uhf operator last week and subsequent inquiry by B•T elicited the reply by an Anaconda spokesman that his firm was guided by "practical considerations" and had no intent to discriminate against uhf stations.

"How far is this crazy distinction between uhf-vhf going to be carried?" asked Harold B. Rothrock, vice president-general manager of WTSK-TV Knoxville, Tenn. (ch. 26), in a letter to B•T. "For our money it is all television, and we certainly dislike being discriminated against—especially by the sponsor of sustaining films!"

Mr. Rothrock enclosed a letter from Princeton Film Center, Princeton, N. J., producer of the film for Anaconda, expressing regret that the film could not be made available to WTSK-TV because "the sponsor of this film has restricted it to vhf stations only."

The Anaconda spokesman, however, told B•T the film had been carried on a few uhf stations and expressed the belief some uhf stations could be accommodated for bookings. The spokesman explained further that Anaconda's film catalogue is small and the firm planned to obtain maximum coverage with the film, primarily in areas near the company's various installations.

Baylor Named V. P. Of WINT (TV) Ft. Wayne

BEN B. BAYLOR JR., veteran radio-tv executive, last week assumed the duties of vice president and general manager of WINT (TV) Fort Wayne, Ind., ch. 15 grantee in an all-uhf area. Before going to Wichita, Kan., last year to build KEDD-TV, the city's first tv station, he had been at WMAL - AM - TV Washington 17 years.

MR. BAYLOR

WINT (TV) expects to go on the air with test patterns in early August, starting commercial service Sept. 1. An 800-foot tower has been completed and the antenna will be hoisted this week. The station will start with 240 kw radiated power and expects to serve a tri-state area.

R. Morris Pierce, president of Tri-State Television Inc., announced the board of directors had approved sale of a minority interest in WINT (TV) to John F. Patt, president of WJR Detroit; Worth Kramer, WJR vice president and general manager; F. Sibley Moore, WJR vice president, and Carl E. George, vice president and general manager of WGAR Cleveland. The board voted to set aside remaining stock to make it available to Fort Wayne residents.

Carpenter to Leave WDBQ Because of Ill Health

JAMES D. CARPENTER Sr., vice president-general manager of WDBQ Dubuque, Iowa, the past 18 years, civic leader and a 25-year veteran in radio, resigned effective last Tuesday because of ill health.

Mr. Carpenter assumed management of WKBB Dubuque March 28, 1936, and continued as vice president-general manager of its successor, WDBQ, when the call letters were changed in 1950. No successor to Mr. Carpenter has been named.

Mr. Carpenter suffered a heart attack Sept. 21, 1950, and a second seizure last Jan. 15.

WHAP Hopewell, Va., Sold

WHAP Hopewell, Va., was sold last week by Mortimer L. Hendrickson for $38,000 to Southern Virginia Broadcasting Corp., operator of WSVS-AM-FM Crewe, Va., it was reported last week, subject to FCC approval. Principals in WSVS are C. S. Willis, president, and John E. Sadler, vice president-general manager.

Just for fun, see if you can pick the one that's $-size

If you picked the big one in the middle, you're only partly wrong. Bills *were* that big *once*. But they went out along with short skirts in 1929. Today's dollar is smaller (the size at the top of the page).

The dollar has shrunk in *value*, too, as everybody knows. But it may surprise you to know that *today's* dollar is buying almost 2½ times as much household electricity as the "big buck" of 25 years ago.

In these 25 years, the electric light and power companies have *doubled* and *redoubled* their supply of electricity. And they are busy building ahead—by 1960 there will be half again as much electricity available as there is today.

With this record, isn't it wasteful for the federal government to go on building unnecessary electric power projects?

The country's fast-growing electric needs always have been and always can be met by **America's Electric Light and Power Companies.***

**Names on request from this magazine*

LIGHT FOR FREEDOM POWER FOR PROGRESS

"YOU ARE THERE"—CBS television—witness history's great events

WPEN INAUGURATES NEW NIGHT SHOWS

MORE THAN a thousand agency people and advertisers visited WPEN Philadelphia's new Ranch Room studio May 24 to inspect the station's expanded operations and its new nighttime schedule and to meet new WPEN personalities, William B. Caskey, vice president and general manager, said last week.

WPEN on that date completed expansion of its physical setup to include the new Ranch Room studio seating 250 people, redesigned and enlarged offices, a restaurant for guests and new technical equipment, he said.

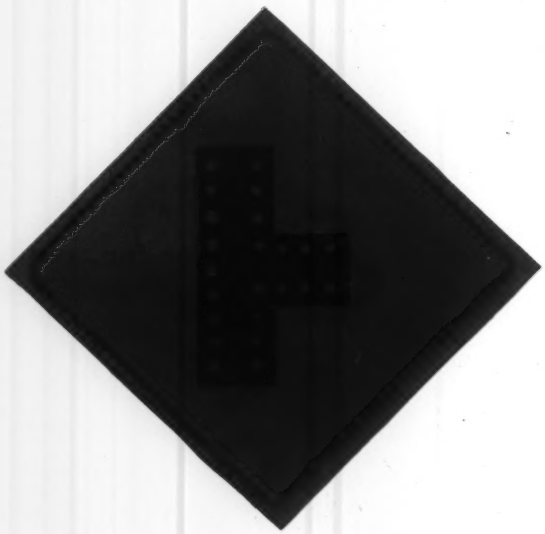
The Philadelphia station's revamped schedule adds four hours (2 to 6 a.m.) for a round-the-clock broadcasting operation, according to Mr. Caskey. The new nighttime schedule runs Monday through Saturday from 10:05 p.m. to 6 a.m., with five minutes of news on every hour.

First show is *Mambo Dancing Party* (10:05-11 p.m.), emceed by Art Raymond, a new program which last week had sold six of its eight participations to such advertisers as a nightclub, movie theatre, automobile dealer and a record shop.

Next is the *Steve Allison Show* (11:05-2 a.m.), featuring commentary and controversy on politics, civic problems and other problems. This show has sold all its 15 participations. Among products advertised are furniture, gasoline, women's clothes, tires, jewelry, household goods, and dry cleaning.

WPEN Philadelphia's new nighttime programming schedule is discussed by William B. Caskey (r), vice president-general manager, and some of the agency people and advertisers who visited the studios. Others (l to r): James Dwyer, William Jenkins Adv.; Walter Huckins, Petrik-Kevis-Greenfield Inc., and Ralph Hart, Ralph A. Hart Adv.

Mr. Allison joins Bob (Biff) London at 2:05 a.m. for the first two hours of the new *After Hours* show (2-6 a.m.), during which the two interview people in the nightclub and show businesses. At 4:05 a.m., Mr. Johnson alone conducts a disc jockey show which runs to 6 a.m.



There are no "SIDE ROADS" as far as the profit-making penetration of BROADCASTING•TELECASTING is concerned. Every road's a straight road, right into the eyes and minds of 16,230 top radio and television decision-making readers who pay to get this marvelous magazine. Why not tell your story in the magazine where the telling tells most? The rates are so low; the results so high!

Note: The American Research Bureau tells us that 16,230 readers per copy is an understatement. Its penetrating surveys reveal that each copy of B•T is read by 4.68 persons per issue, or 75,956 people in all!

WABI-TV Plans to Boost Visual Power to 30 Kw

TO EXPAND its coverage in northeastern Maine, ch. 5 WABI-TV Bangor proposes an increase in effective radiated power to 30 kw from the present 1.8 kw, Leon P. Gorman Jr., general manager, announced last Thursday in submitting an application for FCC approval. A new 10-kw RCA transmitter is expected soon, he said, to be operated from the top of Cope Mt., east of Bangor. The antenna is 110 ft. above ground, 920 ft. above sea level, 673 ft. above average terrain.

WABI-TV is an affiliate of CBS and NBC and carries commercial programs of ABC and DuMont. By the time the power boost is in operation, American Telephone & Telegraph Co. will have completed the northeastern leg of its microwave circuits to Bangor, Mr. Gorman explained.

Horace Hildreth, U. S. Ambassador to Pakistan, is principal owner of WABI-AM-TV. Mr. Hildreth currently is in the U. S. for a few days, having flown to Washington from Karachi on orders from the State Department. He is now confined in a Boston hospital where he has undergone a minor operation for a leg ailment, the station reported.

Other principals of WABI include William H. Rea of Pittsburgh and Carleton D. Brown of Waterville, Me. The three also are principals and part owners of Mt. Washington Tv Inc., currently constructing a new station on the summit of Mt. Washington, scheduled to operate on ch. 8 late this summer [B•T, May 31].

WNEW Hits Pop Records Carrying Commercial Plugs

A NEW POLICY was begun last week by WNEW New York against what it called "the growing number of pop records containing commercial plugs." The station announced that its policy is "No pop recordings carrying undue commercial reference in the lyrics would be aired."

As described by Richard D. Buckley, new owner-manager of WNEW, recent popular records have included mention of General Motors, the Muriel cigar commercial, Ronson lighters, Burma Shave, Adler shoes, Toni, Halo, Smith Bros. cough drops and Swift bologna.

WBTV (TV) Sets July 15 Target for Network Color

NETWORK color tv is expected to reach Charlotte, N. C., on July 15, Charles H. Crutchfield, executive vice president and general manager of WBTV (TV) there, has announced.

Transmission of network color programs, said Mr. Crutchfield, depends on modification of existing tv circuits by AT&T. When that is done, about July 15, WBTV and regional tv distributors will make available a limited number of color receivers for public showing.

WBTV is a primary CBS-TV affiliate, and operates on ch. 3.

KNBH (TV)'s Color Pattern

KNBH (TV) Hollywood claims to be the first West Coast station to telecast regularly scheduled color bar test patterns. The half-hour pattern emanates from the station's transmitter on Mt. Wilson before sign-on time, Mondays through Fridays, with a two-hour pattern on Saturdays.

Personal Commercial

FOR four years Glen Wilson wrote radio and television commercials for an advertising agency. Temporarily "at liberty," he hit upon the idea of selling himself into a new job by placing a "commercial" about his qualifications on WQXR New York last Tuesday. Mr. Wilson told B•T Thursday night that his "commercial" resulted in four telephone calls, one of which was a job prospect with a large advertising agency.

Elmira Residents Protest WECT (TV) Suspension

MORE THAN 3,000 residents of Elmira, N. Y., had signed a protest petition Thursday after uhf ch. 18 WECT (TV) suspended operations the night before, the station reported. Citing inability to get enough network programs, the high cost of film programs, and the reluctance of national advertisers, the NBC-TV affiliated station plans to be off the air for 120 days. It began operation last September.

WECT said it would propose to FCC that it be allowed to operate temporarily with low power on vhf ch. 9 until national advertisers become uhf conscious. El-Cor Television Inc., licensee, had applied for that channel before the tv freeze in 1948.

Uhf ch. 24 WTVE (TV) is on the air in Elmira with ABC, CBS and DuMont network affiliations.

WDOK Elects Dougherty

WILLARD L. DOUGHERTY, commercial manager of WSJS Cleveland Heights, Ohio, and with that station the past five years, has been elected vice president in charge of sales and operations for WDOK Cleveland.

Mr. Dougherty will report directly to R. Morris Pierce, president of Civic Broadcasters Inc., WDOK licensee, and to Frederick Wolf, treasurer.

WTVJ (TV) Increases Rates

WTVJ (TV) Miami has issued its new rate card No. 10 providing for a 12½% increase effective July 1, John S. Allen, vice president and general sales manager, announced last week. Mr. Allen said the new rate card has a basic hourly rate of $900 and provides the usual six months protection for national advertisers. It is WTVJ's first rate increase since July 1953 and the station's new coverage "gives advertisers the lowest cost-per-thousand ever offered by south Florida television," serving 15 counties with more than 1,100,000 permanent residents, Mr. Allen said.

WMGM Signs Hockey, Basketball Rights

WMGM New York has negotiated a new contract providing for exclusive broadcasting rights to more than 200 hockey and basketball games promoted by the Madison Square Garden Corp. during the 1954-1955 fall and winter sports seasons.

In announcing details of the station's upcoming sports schedule, Bertram Lebhar Jr., director of WMGM, said coverage will include away games as well as those played at Madison Square Garden. He added that since a large number of games will be played away from New York, only 25% of WMGM's schedule will be duplicated on television.

Total cost for broadcast rights, sports broadcasters, lines and enginering, production and travel expenses was more than $100,000.

The 1954-55 schedule will include the home and away hockey games of the New York Rangers, the home and away basketball games of the New York Knickerbockers, and all collegiate basketball double-headers at Madison Square Garden, and college basketball games.

Additionally, Mr. Lebhar said, WMGM again will carry the home and away games of the New York football Giants on Sunday afternoons, the Saturday football games of the U. S. Military Academy, as well as the feature races at the trotting tracks.

The season will begin in October and continue through March 1955.

Johnson Tells of Radio-Tv Campaign for News Freedom

BROADCASTERS are fighting to present a true record of current history to the radio and tv public, Commentator Gerald W. Johnson of WAAM (TV) Baltimore said in a May 30 broadcast discussing the NARTB convention.

Speaking of the delegates he said:

"I was mildly pleased, and you ought to be pleased, too, because it was not the business end that was bothering them. The business end is doing pretty well, thank you. What was worrying the broadcasters is the increasing difficulty of getting at the truth with regard to public affairs.

"Doubtless there are cynics who will not believe that, but it is a fact. Those men were

KNAK

YOU'RE ON THE RIGHT TRACK WITH

KAY-NAK

SALT LAKE'S *Only* INDEPENDENT STATION

LOWEST COST PER LISTENER!

(HOOPER *)

Station		
KNAK	19.2	Independent
"A"	38.3	Network
"B"	13.3	Network
"C"	10.8	Network
"D"	6.7	Network

KNAK *offers FAR more for your advertising dollar!*

Buy 3 spots on KNAK for the price of one on Station "A".
Buy 2 spots on KNAK for the price of one on Station "B".

*February 1954 6 a.m. to 12 noon
*Salt Lake City, Utah

MERCHANDISING! – by the carload

You'll make sales in Salt Lake, when

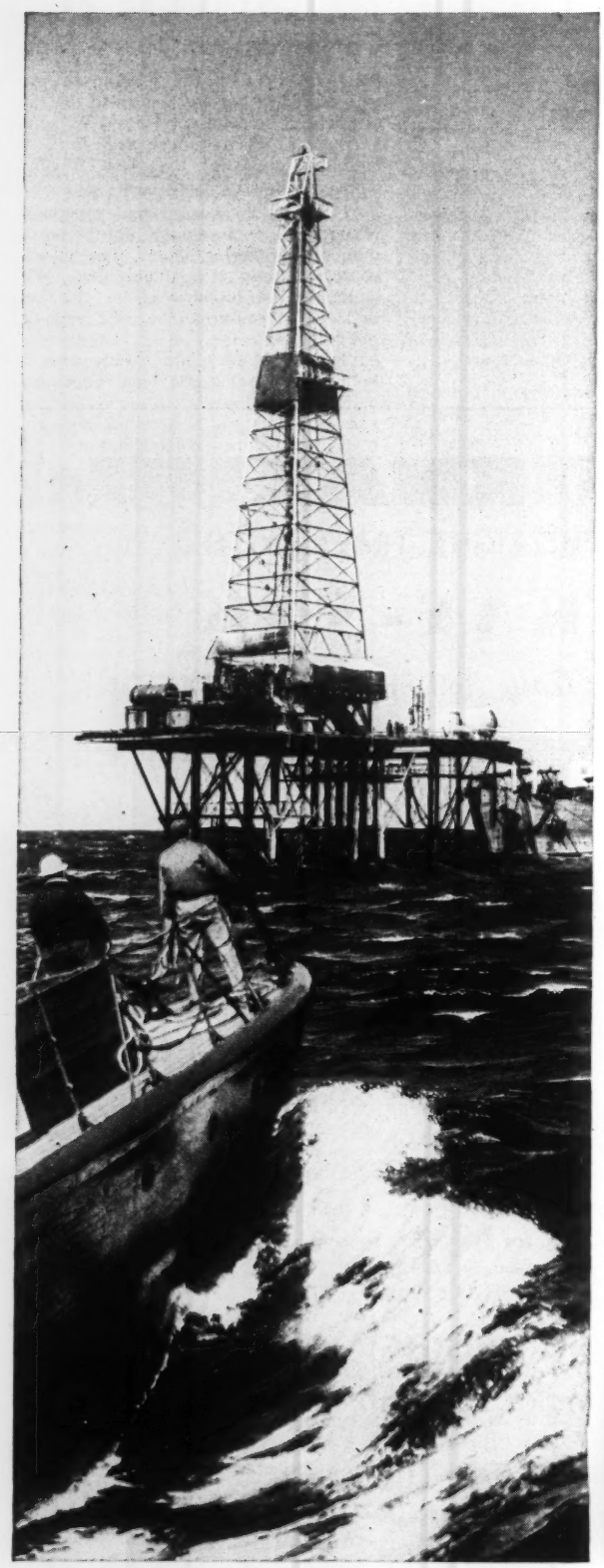
YOU'RE ON THE RIGHT TRACK WITH

K-NAK
Salt Lake City, Utah

Represented Nationally by FORJOE & CO., INC.

Los Angeles MAdison 6-8329 | New York JUdson 6-3100 | Chicago DEL. 7-1874
Atlanta Alpine 7841 | Dallas DAvis 7-4541 | San Francisco SUtter 1-7569

* FEB. 1954 - 6AM - 12 NOON



OFF LOUISIANA COAST, supply boat plows through choppy seas to offshore rig. Because of difficulties of exploring and drilling at sea, of bad weather, and of communication and transport problems, cost of getting oil from under the Gulf is 2½ to 3 times that of oil produced ashore. Yet competition is so great, oilmen will drill offshore more than a well a week this year.

U. S. Oilmen Challenge the Sea

In the "Playground of Hurricanes," Oil Companies Compete to Find New Supplies for You

In the open waters of the Gulf of Mexico, against every hazard of wind, wave, and sudden storm, sea-going oilmen are opening up a new American frontier.

Now that oilmen have gone to sea they face entirely new problems. Here are just a few of the difficulties that must be overcome in a typical deep water operation:

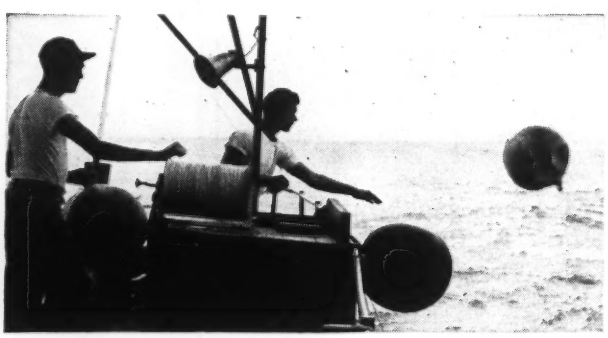
Construct a drilling platform 20 miles at sea, in 65 feet of ocean water. Build it high and strong enough to withstand 28-foot hurricane waves, and winds that can blow more than 150 miles per hour. Set up living quarters for about 40 men. Be ready for sudden evacuation of personnel when storm warnings come. Be willing to invest a million dollars in the platform and its equipment before drilling ever begins.

Even after this, there is still no assurance the well will ever produce a drop of oil. Of 71 rank wildcat wells drilled off Louisiana to date, only 27 turned out to be oil producers. Off Texas, out of 16 wells drilled, the one oil discovery was so small it has since been abandoned.

Why are oilmen willing to buck these odds? Because the only way to find oil under the Gulf is to drill for it. And competition is so keen that if one company passes up a promising area, a rival company will surely risk the odds.

You and the nation will benefit from this competition—for it is one more way America is assured of ample oil supplies in the future.

AMERICAN PETROLEUM INSTITUTE
50 West 50th Street, New York 20, N. Y.



EXPLORATION CREW drops balloon buoys marking location of "geophones." Charges are set off and geophones record sound waves to chart earth formations beneath ocean floor. For right to search, oilmen have invested over 100 million dollars in leases. Yet they still face years of work and millions in expenditures before they can hope to break even offshore.

profoundly troubled by the increasing success of public officials in concealing and distorting the truth for the purpose of leading the public to believe what it is convenient to officialdom to have it believe. The broadcasters are sharply aware that democracy cannot succeed unless the voters know what they are doing. No blindly ignorant people ever governed itself successfully. Yet it grows harder and harder to untangle the facts from the yards and yards of official propaganda in which they are wrapped.

"This is a serious situation, but the pleasing phase of it is that the broadcasters are taking it seriously. Doubtless their discomfort is partly personal; nobody likes to be played for a sucker. But the greater part of it is based on a firm conviction that it is a shameful and dangerous thing to let the public down by handing it doctored news. The more those fellows sweat and stew, the better chance we viewers and listeners have to get straight goods."

Walker Co. Acquires Bertha Bannan Firm

ACQUISITION by The Walker Representation Co. of the firm of Bertha Bannan, New England regional radio and television station representatives, effective last Tuesday, was announced last week by Wythe Walker, president of the Walker organization. Miss Bannan is retiring from business activity.

Financial details of the arrangements were not disclosed. Under the transaction, Walker Representation Co. will represent nationally approximately 30 stations previously represented by Bertha Bannan on a regional basis, and also will acquire the Boston office of the Bannan Company at 80 Boylston St. as its headquarters there.

Mr. Walker announced that William A. Creed Jr., formerly with Bertha Bannan, has been appointed sales manager in Boston for the Walker Representation Co.

Oklahoma City Still Gets Its Tv Logs, and Free

OKLAHOMA CITY tv station logs distributed in publications and stores have a total circulation of 398,851, according to a study conducted by Norman F. Hall of the Erwin, Wasey & Co. Oklahoma City office. Publication of logs, except as paid advertising, in the *Daily Oklahoman & Times*, operating WKY-AM-TV, was discontinued by the newspapers last Aug. 16 [B•T, Aug. 31, 1953].

The list of organizations providing logs includes 16 daily newspapers, 43 weeklies, or a total of 59 newspapers; a half-dozen magazines and a group of grocery chains. Total circulation of newspapers carrying logs is 221,451 with another 47,400 in magazines and 130,000 in store handouts.

Stores providing logs for customers include Standard Humpty-Dumpty, IGA, Jones Boys, Safeway, three independents, and Capitol Hill Grocery. The stores feature availability of free logs in their advertising in the *Oklahoman* and *Times*.

Magazines carrying Oklahoma City station logs include *Televiewer, Lawton Tv TimeTable, Tulsa Tv News* and *Oklahoma City This Week*.

At least one newspaper has stated that publication of logs has brought an increase in circulation.

"It is probably true that more information and more logs of radio and tv programs are available to people today than ever before," Mr. Hall said.

A situation similar to that in Oklahoma City exists in Nashvile, where the *Nashville Record*, a weekly, has started to carry logs and now boasts it is the "fastest growing independent newspaper" in middle Tennessee.

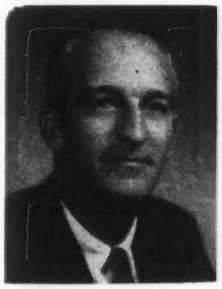
NARTB last winter conducted a study of ways used to provide logs for listeners and viewers in cities where newspapers refuse to run them as news matter. The survey showed newspaper logs are far from being indispensable [B•T, Feb. 2].

THIS IS TYPICAL of the promotion for free tv logs in Oklahoma City, where the *Oklahoman* and *Times* carry logs only on a paid basis. A half-dozen grocery groups distribute the free logs.

STATION PEOPLE

James H. Lee, formerly southern representative, National Retail Radio Spots of Hollywood, appointed general manager, WACR Columbus, and WMBC Macon, both Miss.

Dudley Tichenor, local sales manager, KLZ Denver, appointed director of sales, WFBR Baltimore.


MR. TICHENOR

Robert H. Hill, account executive, KABC-TV Hollywood, resigns effective June 15, to become general sales manager, KVVG (TV) Tulare (Fresno), Calif.

William Drew, formerly with WOR-TV New York, named account executive, KGMB-TV Honolulu.

William D. Walsh, formerly with Weed & Co., Boston office, appointed sales representative, WEEI same city.

Joseph A. Jenkins, commercial manager, WKJF-TV Pittsburgh, to WSTV-TV Steubenville, Ohio, as sales representative.

Richard E. Nason, formerly with the Booth radio-tv stations in Detroit, appointed general manager, WKJF-TV Pittsburgh, succeeding **F. G. Raese,** resigned.

MR. NASON

Wally Foxal, formerly operator, Foxal Studios (photography), Minden, Neb., named account executive, KHOL-TV Kearney, Neb.

E. W. (Ernie) Dallier, formerly Wichita studio manager, KTVH (TV) Hutchinson, Kan., appointed sales manager.

J. J. Erdmann, news and sports director, WRAC Racine, Wis., appointed assistant manager. **Ray J. Pawzun,** salesman, named commercial manager, and **Richard N. Fitzgerald,** copy and public relations, named director of Racine Industrial News Assn., WRAC division.

Virgil Stone, manager, KDMS El Dorado, Ark., named manager, KMHT Marshall, Tex., succeeding **Myrl Stein,** who moves to KTXC Big Spring, Tex., in same capacity.

Ronald J. Born, television director, WCPO-TV Cincinnati, named producer, WLW same city. **Charles Dempsey** appointed in charge of sales service, WLWC (TV) Columbus, and **Martha Brian** named continuity director of WLWC.

Tom Dawson, director of client service, American Research Bureau, L. A., and **Russ Smith,** WEAW-FM Evanston and WTAX Springfield, Ill., to KHJ-TV and KHJ Hollywood, respectively, as assistant promotion managers.

Larry Marker, continuity writer, WING Dayton, named director of public relations and pro-

BEFORE the big spin, not of records but around Florida's SaraMana Speed Bowl (located between Bradenton and Sarasota) these stock car driver-disc jockeys "break the record." The stock car "race" contained many thrills and, luckily, no injuries. The promotional stunt run was held May 22. L to r: front row, Paul Roberts, WSPB Sarasota, official starter and only man with crash helmet; Bob Kohlmeyer, WKXY Sarasota; Red Ermisch, WKXY; Hack Swain, WSPB; Lenny Dee (the winner) and Dayt Saltsman (second place), WSUN-TV St. Petersburg; Woody Thayer, WSPB; back row, Bandel Linn, WSPB; Gerry McGougan and Gordon Wyllie, WTRL Bradenton; John Reeves, WKXY; Don Priest, Herb Sjolander and Dean Fleischman (third place), WSPB.

motion, succeeding **Mary Alice Dell,** resigned. Mrs. Dell to open a public relations and promotion agency.

William Laffey, formerly with Forjoe & Co. and previously with the time buying dept., Benton & Bowles, to New York sales staff, WATV (TV) Newark.

Paul Krakowski, assistant professor of journalism, West Virginia U., appointed supervising editor, WSAZ Inc., operator, WSAZ-AM-TV Huntington, W. Va.

Nic Chaconas, chief engineer, WGMS Washington, named to newly-created position, operations director, same station.

Frank Finning, formerly with WMUR and WFEA Manchester, N. H., to WKNE Keene, N. H., as head of news and special events dept.

Thomas J. Maloney, WBUF-TV Buffalo, N. Y., appointed program director, WKBT La Crosse, Wis.

Vic Fergie, formerly with Canadian Broadcasting Corp., to CHUB Nanaimo, B. C., as news director.

Bob King, cameraman, WATE (TV) Knoxville, Tenn., named producer-director; **Jim Moncier** succeeds Mr. King.

Robert L. Parks and **Joseph Sahayda** named producer and technician, respectively, KDKA Pittsburgh.

Paul Knight, formerly with WTXL West Springfield, Mass., to WBZ-WBZA Boston-Springfield, as host on *All Night With Paul Knight* show.

Ray Martin, news reporter-commentator, WASL Annapolis, Md., to broadcast daily program, *The Martin Manor,* from Governor Ritchie open air theatre, Glen Burnie, Md.

Aurelle Boisvert, formerly chief engineer, CHUM Toronto, to engineering staff, CJAD Montreal.

Harold True, 32-year broadcasting veteran, retires as newscaster, WWJ Detroit, to devote full time to business interests.

Barbara Mallon to continuity dept., WNHC-TV New Haven, Conn.

Jacques Fray, classical disc jockey, WQXR New York, left last week for France where he will make tape recordings of interviews with French musicians and singers and American tourists for later broadcast on his *To France—With Music* series.

Carole Mansfield, freelance tv performer, Chicago, to KCOP (TV) Hollywood, as weather announcer.

Gene Norman, disc m.c., who resigned eight weeks ago for a European tour, returns to KLAC Hollywood.

Fred Shields, freelance announcer, and **Lloyd Perrin,** staff announcer, KGIL Sherman Oaks, Calif., to KFI Los Angeles as summer relief announcers.

Abner George, manager, KOTA Rapid City, S. D., to KCBS San Francisco, as summer relief announcer.

Dixie Meyer, formerly in vaudeville, to KUAM Guam, as hostess on daily *Charmerican Women's World.*

Alan Rusten, formerly news director WDEL-TV Wilmington, Del., to news staff, WPTZ (TV) Philadelphia.

Vickie Varnum, senior continuity writer, KOLO Reno, Nev., to continuity dept., WING Dayton, Ohio.

Gordon E. Sanders, actor and announcer, KJAY Topeka, Kan., to announcing staff, WKY Oklahoma City.

Vendex Marshall, KOSY Texarkana, Ark., and

Do You Know This Man?

He is Harry Allen, Jr., general manager of KOCS, Ontario, Calif. He says—

"If yours is the type of station that programs for a reason, you'll find many good reasons for using the SESAC Library. We at KOCS have boosted our revenue considerably with good, solid shows such as 'Mister Muggins,' 'American Folk Music,' 'Musical Panorama' and our Sunday presentation of 'Little White Chapel.' Other than the fact that production is excellent on SESAC shows, we have also found that the quality of the reproduction and the materials used in the discs themselves make the SESAC Library the most durable we have ever used."

The **SESAC Library** is **lowest in cost** for a complete Program Service

SESAC, INC.

475 Fifth Avenue **New York 17, N. Y.**

BUYER of KTSA San Antonio for $175,000 is O. R. Mitchell, local Dodge-Plymouth distributor and dealer. KTSA's present owner, Express Pub. Co., has purchased KGBS-AM-TV there for $3.5 million from Storer Broadcasting Co. [B•T, May 31]. Bids for FCC approval to both sales are to be filed this week.

William Green, KEEN San Jose, Calif., to announcing staff, WFDF Flint, Mich.

Mike Heuer, formerly with the Armed Forces Radio Service in Korea, to KMA Shenandoah, Iowa, as evening announcer.

Pete Matthews, disc m.c., WSAZ-TV Huntington, W. Va., to announcing staff, WCPO-TV Cincinnati.

Dewey Long, general manager, WABB Mobile, Ala., gained distinctions in business and sports within a fortnight last month. He was elected president, Sales Executive Club, Mobile, and got first hole-in-one in his 25-year golfing career on 192-yard seventh hole of Spring Hill College golf course.

MR. LONG

Richard B. Wheeler, general manager, WTRI (TV) Schenectady, N. Y., elected to board, Heart Assn. of Albany County Inc.

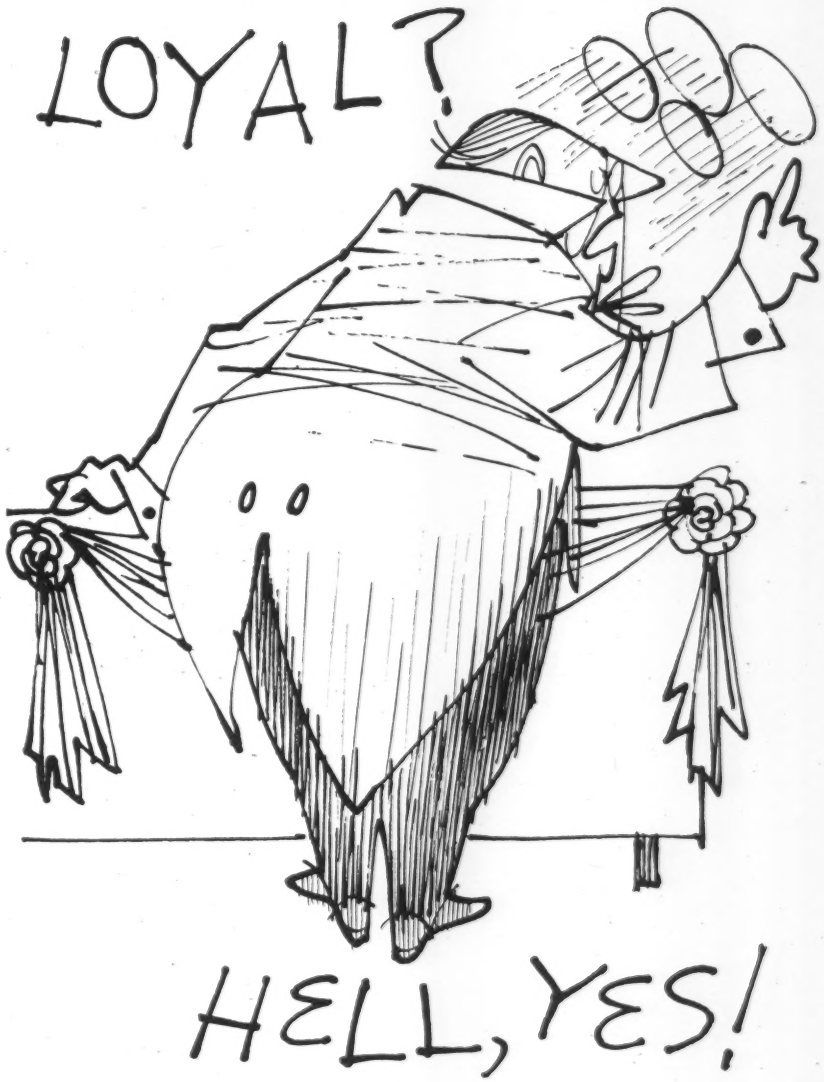
Marie H. Houlahan, director of publicity and public relations, WEEI Boston, elected treasurer, Publicity Club of Boston.

Evelyn Clark, promotion director, KCBS San Francisco, spoke on "How to Get a Job" before journalism graduates, U. of California, May 26.

Don C. Wirth, vice president, WNAM-AM-TV Neenah, Wis., elected president, Neenah Rotary Club. **Milton Boehm,** radio salesman, elected president, Neenah Lions Club.

Rick Weaver, sports director, WGEM-AM-FM-TV Quincy, Ill., elected to board, Quincy YMCA.

Ed Viehman, disc m.c., WCCO Minneapolis, named chairman, education committee, Minneapolis Chamber of Commerce and chairman,



The plurality of listeners goes with WBNS — the station with greater tune-in than all other local stations combined! As a candidate for your advertising dollar, WBNS presents a perfect platform with the 20 top-rated programs.

CBS for CENTRAL OHIO

WBNS radio

ASK JOHN BLAIR

COLUMBUS, OHIO

ALWAYS THE SAME

...today, tomorrow and tomorrow

Stable as the alphabet! Go out today and buy any product of any good manufacturer's brand . . . ask for the same thing tomorrow, or weeks from now . . . match 'em up, and they're uniformly good, or *better.*

This uniformity is no accident. Every manufacturer works hard at it because he knows that only *unfailing goodness* will keep you buying his product. So he's mighty sure never to let quality slip. If he changes his product at all, you can bet it's a change for the better.

This goes for everything from a bobby pin to an automobile — just another reason for staying with your favorite brands for years and years.

For news of the goods that are always good, read the ads in this magazine.

BRAND NAMES FOUNDATION
INCORPORATED
A NON-PROFIT EDUCATIONAL FOUNDATION
37 WEST 57 STREET, NEW YORK 19, N. Y.

WANT UNIFORMITY? PATRONIZE THE DEALER WHO PROVIDES YOUR FAVORITE BRANDS

speaker's bureau, 1954 Hennepin County Community Chest campaign.

Ethel Grey, women's director, WSBA York, Pa., elected to executive committee, York County chapter MDA.

Gwen Wallis, wife of Ed Wallis, WIP Philadelphia promotion director, named "Girl of the Year" by Women's Auxiliary, Junior Chamber of Commerce.

Walter W. Cribbins, leading personality on KEEN San Jose, Calif., *Home Town Philosopher,* awarded honorary Doctor of Humanities degree by Los Angeles College of Chiropractic for "distinguished contribution to the welfare of the community in which he lives."

Larry Yust, director, XETV (TV) Tijuana, Mex. (San Diego), recalled to active duty, U. S. Army.

Betsy Gay, singer on KTTV (TV) Hollywood *Town Hall Party,* and Thomas Cashen were married May 29.

Robert A. Corley, program director, WQXI Atlanta, and **Elspeth C. Simmons,** director of continuity and traffic, WJIV Savannah, Ga., were married May 22.

Rouen Westcott, account executive, KNBH (TV) Hollywood, father of boy, John, May 25.

Jack Maher, floor manager, KOA-TV Denver, father of boy, John Frederic, May 23.

Pat Bishop, newscaster, KFI Los Angeles, father of boy, Stephen Jeffrey, May 22.

Art Ford, account executive, KVOO Tulsa, father of girl, Brandy Kay, May 22.

WNHC-TV New Haven cameraman Jack Youngs filmed action shots during a two-hour chase of an armed bandit who had shot a detective, before the bandit ended his own life with a bullet. WNHC-TV processed the film and had it on the air within 1 hour and 15 minutes after the hunt ended. The films were shown that day on NBC-TV's 11 p.m. news show.

REPRESENTATIVES PEOPLE

MR. GILBERT

Glenn Gilbert, salesman, WGAR Cleveland, to Detroit sales staff, The Katz Agency, national advertising representative.

Stuart Kelly, account executive, Paul H. Raymer Co., N. Y., father of son, Stuart Barrett, May 7.

Robert W. Faselt, account executive for radio sales, Free & Peters, New York, moves to Chicago.

Parents Watch Too

WCPO-TV Cincinnati believes it has inaugurated a new era locally with used car advertising on its "Uncle Al's" show for children. WCPO-TV cameras are poked out studio side doors and focused on the used cars on the roadway below. The station said that Metropolitan Buick, on its first day to advertise on the program, sold two used cars the same day from a two-minute spot on the children's show. 'This proves,' says WCPO-TV, that "Uncle Al" has many adult fans, or his younger fans are very persuasive."

WHLI "THE VOICE OF LONG ISLAND"

DELIVERS

BIG, BOOMING, RICH NASSAU COUNTY

POPULATION . . .	966,841	140% increase since 1940
BUYING INCOME		
TOTAL	$2,046,485,000	Greater than 17 states
PER FAMILY . .	$ 7,582	4th among U. S. Counties
RETAIL SALES .	$1,003,784,000	Greater than 14 states
FOOD STORE .	$ 287,760,000	14th among U. S. Counties
AUTO STORE .	$ 176,988,000	22nd among U. S. Counties
HOUSEHOLD .	$ 55,045,000	21st among U. S. Counties

Sales Management, May 1954

WHLI has a larger daytime audience in the MAJOR Long Island Market than any other station.
(Conlan '54)

- STRONG LOCAL PROGRAMMING!
- ADVERTISING ACCEPTANCE!
- COMMUNITY RECOGNITION!

Represented by Rambeau

WHLI AM 1100 FM 98.3
HEMPSTEAD LONG ISLAND, N. Y.
PAUL GODOFSKY, Pres.
the voice of Long Island

PLAQUE honors WWL New Orleans for carrying *Esso Reporter* 15 years. L to r: Larry Baird, cml. mgr., and W. H. Summerville, station mgr., both WWL; Fr. William O'Leary, S.J., faculty dir., Loyola U. of the South, licensee; Case Wilbourne, sls. prom. mgr., Esso Standard Oil of N. O.

PLANNING Texas Co.'s second year as sponsor of KLZ Denver newscast are (l to r) Lee Fondren, KLZ nat'l. sls. mgr.; W. A. Strimple, Texaco div. mgr.; Warren Chandler, Texaco newscaster; R. Main Morris, KLZ asst. mgr.

KAISER-WILLYS Corp. buys *Harlem at Noon* on WLIB New York. L to r: seated, Harry Novik, WLIB gen. mgr.; James Casey, K-W retail sls. mgr.; Fred Gardner, Fred Gardner Adv.; standing, Buddy Bowser and Sara Lou Harris, stars of show.

LAUNCHING *Point of Law* series on KCBS San Francisco are (l to r) Byron Nelson, KCBS acct. exec.; Bob Akey, acct. exec., Honig-Cooper Adv.; Tom Townsend, adv. mgr., Wells Fargo Bank & Union Trust Co., sponsor; Arthur Hull Hayes, CBS v.p. in S.F. and KCBS gen. mgr.

Hill & Devore Formed For Sales Promotion

A NEW TYPE of organization which will specialize in sales promotion has been established by Weston Hill and Frank A. (Steve) Devore, partners, in a firm to be known as Hill & Devore.

Mr. Hill formerly was copy chief of the Biow Co. and at one time was creative director of H. W. Kastor & Sons.

Mr. Devore formerly was sales promotion director of the Gummed Industries Assn. and at one time public relations and sales promotion director of Food Machinery Corp.

Hill & Devore will create year-round sales programs in which consumer and trade advertising is one of many parts. The new sales promotion specialists follow through from factory to retail counter to consumer with emphasis on creative planning, the announcement said. The new firm will work on a fee basis in order to choose impartially the best sales promotion tools. Objective is to help sell clients' goods or services in buyer's market by every means available. Hill & Devore plans to work directly with the client or its agency or both.

Cottone Opens Own Law Firm

BENEDICT P. COTTONE, former FCC general counsel and more recently with Lucas & Thomas, last week announced the establishment of his own law office at 1631 K St., N.W., Washington, D. C. Telephone is Republic 7-7795.

Mr. Cottone, who was FCC general counsel since 1946, joined the law office of former Democratic Illinois Sen. Scott W. Lucas last year upon his resignation from the FCC. In 1939, Mr. Cottone joined the FCC as chief of the litigation section, and in 1941, he was made assistant general counsel in charge of the Law Department's Common Carrier Division. Before 1939, Mr. Cottone worked for the Federal Power Commission, the Justice Department and the Civil Aeronautics Authority. In 1936, he was a member of the FCC's special telephone investigation staff.

PROFESSIONAL SERVICES SHORTS

A. Harry Becker, Washington, D. C., moves his law offices to The Broadcasting • Telecasting Bldg., 1735 DeSales St. N.W., that city.

Eden & Assoc., Cleveland, has been formed as counsel and service in public relations, publicity and communications, by **Paul L. Eden.** Address: The Arcade, 420 Superior Ave. N. E., Cleveland 14.

The Ettinger Co., Hollywood, public relations and publicity service, moves to 8720 Sunset Blvd. Telephone is Crestview 4-6721.

Harper Assoc., N. Y., personnel consultants, has opened a new television-radio broadcasting dept.; **Barnaby Prescott Smith,** former tv director at DuMont and associate producer and director, Bob Loewi Productions, takes charge of the new division.

Burns W. Lee Assoc., L. A., public relations firm, opens San Francisco offices at 821 Market St. Telephone is Douglas 2-8538. **Patrick O'Rouke** is branch manager.

Michener Co., Phila., has moved to new and larger offices at 2000 Lincoln-Liberty Bldg. same city.

MR. SCHELLENBERG MR. O'LAUGHLIN

Schellenberg, O'Laughlin Form Radio-Tv Law Firm

FORMATION of the new Washington law firm of James P. O'Laughlin and Howard J. Schellenberg Jr., specializing in radio, television and military law, was announced last week.

Mr. Schellenberg, who was associated with Andrew G. Haley and Dwight D. Doty in Haley, Doty & Schellenberg, is a former attorney in the Broadcast Bureau of the FCC. He left in 1952 to join Messrs. Haley and Doty. He was graduated from Notre Dame U. in 1942 and from Georgetown U. Law School in 1948.

Mr. O'Laughlin recently returned to civilian life following duty as legal officer with the U. S. Marine Corps. He is also a graduate of Notre Dame U. and Georgetown U. Law School.

Offices of the new law firm are at 1025 Connecticut Ave., N.W. Telephone is Republic 7-1522.

BIB Issues Tv Who's Who

BROADCAST Information Bureau, New York, has issued a new publication, *Tv's Who's Who and What's Where At Film Producers & Distributors,* covering 177 "major" tv film producers and distributors, 469 "minor" producers and distributors and 69 tv film service organizations. Information is given on personnel, available products and other operating data.

PROFESSIONAL SERVICES PEOPLE

Norman Dolnick, group supervisor, Chicago headquarters, Harshe-Rotman Inc., elected to plans board.

Harry W. Carlson, former field supervisor, Carl Byoir & Assoc., S. F., and **Robert E. Rivenbark,** former education chief, various U. S. Army and Air Force units, Germany, to Burns W. Lee Associates, S. F., public relations firm, as associates.

Richard H. Miller resigns as public relations director, Television Programs of America, N. Y., to become executive vice president in charge of tv promotion, Eddie Jaffe, N. Y., public relations firm.

Roy J. Battersby, director of publicity, Hill & Knowlton, New York public relations counsel, elected a vice president.

Raymond A. Dodd, 47, executive of public relations firm of Selvage, Lee & Chase, N. Y., died May 15 after an illness of two months.

John Schwartz, a stage manager of NBC-TV since 1951, will take a three-month leave of absence this summer to serve as tv director and consultant for Belgium Institute of Broadcasting, government-owned broadcasting agency.

BREWER ANNOUNCES FOR TOP IATSE POST

The former IATSE international representative says he will resign his position with Allied Artists Pictures within two weeks to run for the IATSE presidency.

ASSURANCE of strong nationwide support prompted Roy M. Brewer, former Hollywood IATSE international representative, to announce his formal candidacy for international president of the union at a Hollywood news conference last week.

He will resign his present position as assistant to Allied Artists Pictures President Steve Broidy "within two weeks" to campaign for the IATSE presidency [B•T, May 17].

He charged that incumbent President Richard Walsh's action, in sending IATSE members through Office Employes International Union picket lines during a 1953 strike against CBS Hollywood, shattered the solid front in radio and tv which Mr. Brewer tried to form at that time. Mr. Brewer resigned his union post over this issue, he stated.

Mr. Walsh's action was taken without consulting local officials, although OEIU had a good bargaining point, namely, that the network offer still fell short of local wage norms for comparable work, Mr. Brewer charged.

Mr. Brewer again refused last week to detail how he planned to salvage the union's position in tv except that a "vigorous and energetic action" could be expected to "bring the crafts we represent into the IATSE."

He estimated the number of possible IATSE members in U. S. television at 5,000, who "by all the history of trade union organization should belong to us." Of these, 1,000 presently belong to various IATSE tv locals and 1,500 are Stagehand local members, he stated.

Mr. Brewer said Mr. Walsh's incompetency is responsible for IATSE's current weak position in tv, including: (1) Failure to organize radio, from which most tv workers come, and (2) procrastination during critical period of tv's growth. Mr. Walsh's position on the OEIU-CBS strike was the final blow to the union's tv plans, Mr. Brewer charged.

More than 75% of the delegates to IATSE's Cincinnati convention Aug. 9 already are pledged to him, Mr. Brewer stated. New York tv locals are not among these, he admitted, but said that Local 815, Hollywood (tv broadcast studio employes), is very active in his support.

New Composers Guild Adopts Constitution, Selects Board

IN simultaneous meetings, Hollywood and New York chapters of recently-formed Composers Guild of America [B•T, Dec. 14, 1953] have unanimously approved the group's constitution.

Announced purpose of the guild is protection of composers in radio-tv, motion pictures, songwriting and general musical fields in employment relationships. The guild also plans to establish a standard contract and a minimum payment schedule for use or re-use of music composed for hire. Neither ASCAP nor American Federation of Musicians has offered such composers protection in the past, says CGA.

Board Members Selected

Also at the Hollywood and New York meetings, two complete sets of board members were selected to represent western and eastern divisions, respectively. Board members have elected from among themselves a temporary national slate of officers to serve until national guild elections in November.

Officers elected are Leith Stevens, president; Arthur Schwartz, first vice president; Walter Schumann, second vice president; Gene Von Hallberg, third vice president; Mack David, secretary-treasurer; and Winston Sharpless, assistant secretary-treasurer.

Among 15 selected western board members are radio-tv composers Basil Adlam, ABC-AM-TV *Ozzie & Harriett;* Jeff Alexander, CBS-AM-TV *Amos 'n' Andy;* Richard Aurandt, musical director, KCOP (TV) Hollywood; Alexander Courage, former CBS Radio *Broadway Is My Beat;* Wilbur Hatch, CBS-AM-TV *I Love Lucy, Our Miss Brooks;* Walter Schumann, NBC-AM-TV *Dragnet;* Rex Koury, musical director, ABC-AM-TV Western Division, Hollywood; Irving Miller, CBS-AM-TV *Meet Millie;* and Leith Stevens, CBS Radio *Escape.*

On the eastern board are Mr. Schwartz, Elie Seigmeister, Ben Ludlow, Mr. Sharpless, Richard Maltby, David Terry and Mr. Von Hallberg.

CBS and IBEW Agree On New Two-Year Contract

AGREEMENT was reached last week between CBS and the International Brotherhood of Electrical Workers for a new two-year contract providing wage increases ranging from 8.3% to 14%. The contract is expected to be signed this week.

The contract, which will cover 1,100 radio and television engineers employed at CBS-owned stations throughout the country, calls for journeymen's weekly rates for the first year to rise from current $150 to $162.50 and to $165 for the second year; technical directors, from $166.50 to $190 weekly, and master control engineers, from $166.50 to $190 weekly. Other classifications will obtain proportionate increases.

The contract, retroactive to May 1, also stipulates that quarters now used for live television, which are under the jurisdiction of IBEW, will be IBEW-manned if film is produced there.

Sen. Kuchel Takes Stand Against 'Runaway' Films

PLEDGE to do everything within his power to help the unions solve a growing unemployment problem caused by "runaway" foreign production of films by American producers who go abroad to take advantage of low wage rates, has been made by U. S. Sen. Thomas Kuchel (R-Calif.) to the Hollywood AFL Film Council.

Sen. Kuchel told a council meeting recently that he didn't want to see the California motion picture-tv industry continue to be weakened economically by production abroad of any films which should be made here.

He termed it "grotesque" for American advertisers and producers to go abroad to make tv films "at less than American wages and standards in order to bring these films back into this country to sell American products to American workmen." He further declared it "most unfair" for foreign nations to freeze part of the earnings of American films in those countries and then use the frozen funds to induce American producers to make pictures abroad at wages lower than American rates.

AFL Turns to Radio In Waterfront Fight

ADOPTING the pre-election tactics of the major political parties, the American Federation of Labor conducted a 10-day broadcast campaign in New York prior to the NLRB election held there last fortnight to determine which union—the old International Longshoremen's Assn. or the new AFL-ILA—shall control the city's waterfront. Results are in doubt while the NLRB studies nearly 2,000 challenged ballots, but the first count showed the AFL group only 319 votes behind the ILA, a much smaller difference than in last September's election.

Beginning with a speech by George Meany, AFL president, broadcast May 17 on WABC and WLIB, the AFL campaign included both programs and announcements. There were newscasts in Polish and Italian on WHOM, a Polish program, Saturdays on WLIB and a saturation spot campaign on WABC, WLIB, WBNX and WHOM New York, plus WPAT Paterson and WVNJ Newark, the Sunday preceding the election. On Tuesday, eve of the balloting, Mr. Meany made another address which was telecast on WABD (TV) and broadcast on WMGM. This last-minute exhortation was rebroadcast on WLIB and on WABC.

Morris S. Novik, radio advisor to the AFL, directed the campaign, on which an estimated $5,000 was spent for time and talent. Business was placed through Furman, Feiner Co., New York.

IBEW Local Wins Over IATSE

KHJ-TV Hollywood production workers in an NLRB election voted 12 to 5 to replace IATSE with IBEW Local 45 as bargaining agent. This is the first time locally that the IATSE has lost production workers to a rival union. IATSE Television Broadcasting Studios Employes Local 815 was not on the ballot. Only the International Alliance's name appeared in competition with IBEW Local 45. Voting were makeup men, lighting technicians, stage managers and stage hands, artists and showcard writers.

Tax Proposal Fails

PROPOSAL of Local 802, American Federation of Musicians (New York City local), that a tax be levied on studio audiences at radio and tv broadcasts to help the city meet its budget deficit was ignored by the Board of Estimate at a meeting last fortnight. Board had previously rejected a plan to extend the 3% sales tax to commercial services, including those of advertising agencies, which had been vigorously opposed [B•T, April 19, 12]. Board approved instead a 5% amusement admission tax on which the City Council is expected to take final action tomorrow (Tuesday).

AFM Slated to Review PTF 5% Royalty Formula

REVISION of the Performance Trust Fund 5% royalty formula to which tv film producers must contribute, is expected to be discussed at the American Federation of Musicians International's executive board meeting in Chicago on June 21.

With requests made by both networks and tv film producers for modifications of the controversial formula, the subject was put on the board's agenda. Clair Meeder, executive assistant to AFM president James C. Petrillo, in addition, has invited key tv film producers to present their industry proposals. Under the formula, 5% of all grosses received from the sale of filmed video shows with musical backgrounds made with AFM members goes to the PTF.

Abramson Heads Artists' Fund

NAT ABRAMSON, director of the WOR (New York) Artists Bureau, has been elected chairman of the American Guild of Variety Artists welfare trust fund, succeeding David Katz, former manager of the Roxy Theatre, who has resigned. William F. Brunner, former Congressman from Queens, remains vice chairman. Other members of the board are Nick Prounis, owner of the Versailles Restaurant; Rabbi Bernard Birstein, of the Actors' Temple, and David Ferguson, executive secretary of the Jewish Theatrical Guild.

PERSONNEL RELATIONS PEOPLE

John Hench elected president and **Don Hillary** renamed business agent of IATSE Screen Cartoonists Local 839, Hollywood. Other officers are **Charles Downs,** vice president; **Betty McGowan,** recording secretary; **Marie Wheeligan,** financial secretary, and **Stanley Green,** sergeant-at-arms.

Eugene Vale elected to executive board, Television Writers Group of the Screen Writers Guild.

Marvin Bryan named AFTRA Los Angeles Chapter chairman for its 1955 casting directory now being compiled. Others on committee include **Ted Bliss, Gloria Clark, Kurt Martell** and **John Leonard.**

Hillary Brooke, who portrays Roberta in NBC-TV *My Little Margie,* and **John Hubbard** named to Screen Actors Guild board of directors, succeeding **Richard Widmark** and alternating with **Barry Sullivan,** respectively.

WOW-TV
DOMINATES THE IMPORTANT Night Time Hours IN OMAHA!

Of the 196 weekly quarter hours between 5 p.m. and 12 p.m. WOW-TV places ahead in 106*.

WOW-TV also has eight out of the top ten multi-weekly programs. Five of these eight programs are local.**

*American Research Bureau, Feb. 1954
**Pulse Inc., March 1954

WOW TV
OMAHA - MAX. POWER
DUMONT • NBC-TV Aff.
A MEREDITH STATION
BLAIR TV, Rep.
Affiliated with "Better Homes and Gardens" and "Successful Farming" Magazines.

up
Bldg. Permits ▲ 276%
1940
1952
What a spot for a spot campaign selling your paints
building materials
home furnishings
serving Western Montana
CBS KGVO
1290—5 KW. Day & Nite
MISSOULA, MONT.
Reps. GILL-PERNA; NY, LA, SF and CHI.

BROADCASTING

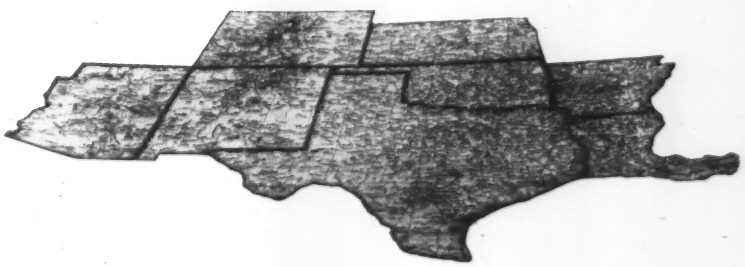
TELECASTING

features

For News
The Southwest listens to WOAI!

More people depend on WOAI Radio for news than on any other media... in the far-reaching Southwest area dominated by San Antonio. WOAI has all three news services, AP, UP and INS. WOAI's News Department works exclusively on news, local, regional and national. WOAI originates eight regularly scheduled 15-minute newscasts daily for the hundreds of thousands of families who for more than 32 years have learned to depend on the accuracy and completeness of WOAI News. That's why advertising on WOAI News means prestige selling in the great Southwest!

WOAI



"The most powerful advertising influence in the great Southwest"

1200 on every dial
50,000 watts clear channel
San Antonio, Texas
NBC Affiliate

represented by Edward Petry & Co., Inc.

Duane Jones and some of the packages he helped make famous

ADS, WOMEN and BOXTOPS

by DUANE JONES *as told to Mark Larkin*

Chapter I

'ADVERTISE, OR CHANCES ARE THE SHERIFF WILL DO IT FOR YOU'

THERE was a time, believe it or not, when we didn't have boxtops.

There was a time, too, when we didn't have package goods sales techniques.

And a time when we didn't even have advertising.

But so far as is known, there never was a time when we didn't have women.

It took thousands of years to learn that by using advertising to interest women in boxtops by means of package goods techniques you could create a supercharged market for more and more products.

Since that enlightening discovery was made, advertising has driven boxtops so forcefully into the consciousness of housewives that these two words have been compressed into one. So now we have a brand new word—"boxtops." It is advertising's colloquial step-child, unrecognized as yet by the lexicographers, but so vital to merchandising that the time will soon come when dictionaries must include it.

It was not until quite some time after the turn of this century that boxtops became an important part of advertising's first aid kit for business.

For this there were many reasons.

First and foremost was the fact that during the 19th century women were not a consequential force in our scheme of merchandising. They did not greatly influence spending. Until the voice of the housewife began to be heard in the marts of trade, there was actually no compelling reason to make the sale of household necessities either more convenient or more plentiful. Items of that sort were considered life's indispensables, to be purchased as a matter of course. So there was no need for forced selling, especially in view of the fact that the assembly line method of merchandised manufacture required for mass markets was still years ahead.

As late as the Spanish-American War household goods such as soap were still being dispensed in bulk or bars from packing cases; and such foodstuffs as flour, sugar, etc., were being scooped from the barrel, usually in the proximity of a pot-bellied stove.

The gradual emergence of women from the drudgery of housework—which started with the advent of the 19th century washing machine and sewing machine and was stimulated by militant feminist movements—was what really set the stage for convenient food packaging. The increasing eagerness of women to simplify household duties and devote more time to outside activities provided further incentive to create a package goods market.

Meanwhile, the development of advertising agencies had contributed importantly to the introduction of new products for the home, and to a more rapid turnover of goods. Agencies had been instrumental, too, in scrubbing advertising's face and otherwise converting it into a clean and well-dressed child that the public could regard with respect and confidence.

The business world began to realize that P. T. Barnum had really said something when he remarked: "Advertise, or the chances are the sheriff will do it for you."

Even in this enlightened age you occasionally find someone who says, "But does it pay to advertise?"

"Well," I always reply, "if you owned a hotel in this town, would you be willing to run a one-inch ad saying, 'My hotel has bedbugs.'?"

"No," the skeptic always exclaims in horror.

"Okay," I say, "so you've answered your own question."

Andrew Carnegie was dubious about advertising until he was told there were 26 mountains in Colorado that were higher than Pike's Peak, which happens to be one of the most widely advertised mountains in the world. When the steel tycoon heard this, it sold him on advertising. And today the steel industry, following Carnegie's lead, is well up front among national advertisers.

The founder of the agency business as we know it today was Volney B. Palmer, son of a New Jersey publisher. He became our first advertising agent in 1841, opening an office in Philadelphia. Apparently he had sold advertising space for the Mt. Holly, N. J., *Mirror,* published by his father, and subsequently for the *Miners' Journal* in Pottsville, Pa., which sent him to Philadelphia to sell space there. But Palmer soon decided to open an office of his own, and thus became the progenitor of the advertising agency business.

Other agents soon followed Palmer, and a few that were organized in the '60's and '70's still survive, in some cases under changed names. Among those progressive pioneers still on deck are N. W. Ayer & Son, founded in 1869, and now the dean of agencies because it traces its ancestry back to the very beginning. In 1877, N. W. Ayer & Son bought Coe, Wetherill & Co., of Philadelphia, successor to Joy & Coe, who had purchased Volney B. Palmer's business. Thus Ayer became the only agency descended directly from the great originator of clients, accounts, ulcers and headaches.

Other leaders in the agency field that antedate the early '90's, which was a prolific decade for agency organization, are Foote, Cone & Belding, organized originally in the '70's as Lord & Thomas by Daniel M. Lord and A. L. Thomas. Also J. Walter Thompson Co. goes back even further. Founded in 1864 as Carlton & Smith, which specialized in selling space in religious weeklies, this agency was taken over by J. Walter Thompson (first name, James) in 1878. Up to that time Thompson, regarded later as a "frontier man in magazine advertising," had been an employe of Carlton & Smith.

In 1916 Mr. Thompson sold his agency to Stanley Resor and associates, believing at that time that the great days of advertising were gone forever. To show how bad his research was on that point, however, it might be well to mention that JWT has since multiplied from 30 to 50 times and is now the world's largest advertising agency, with a 1953 billing estimated at $150 million.

Incidentally, it is interesting to note that three of the largest agencies in the business are also three of the oldest, dating back from 75 to more than 100 years. All possess increased vigor, evidently accumulated with age.

When I first entered the advertising business with Lord & Thomas in 1923, the firm was still operating under its original name, with A. D. Lasker as president. Although

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FIRST OF A SERIES

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Duane Jones and some of the packages he helped make famous

ADS, WOMEN and BOXTOPS

by DUANE JONES *as told to Mark Larkin*

Chapter I

'ADVERTISE, OR CHANCES ARE THE SHERIFF WILL DO IT FOR YOU'

THERE was a time, believe it or not, when we didn't have boxtops.

There was a time, too, when we didn't have package goods sales techniques.

And a time when we didn't even have advertising.

But so far as is known, there never was a time when we didn't have women.

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ABOUT THE AUTHOR

DUANE JONES got started in advertising when he was a student at the U. of Pennsylvania's Wharton School of Business. Vernon and Irene Castle were at the height of their popularity, and Mr. Jones decided to capitalize on the craze for ballroom dancing which they had inspired.

He invented the "Dorothy Castleton Academy," a name that was close enough to that of the famous dancers to suggest a commercial association but distant enough to avoid the need of paying them for using it. The "Dorothy Castleton Academy" sold a course in "Dorothy Castleton Dansteps" by mail for a dollar.

The course consisted of 12 footprints, which Mr. Jones cut from the cardboards that were returned with his clean shirts from a Chinese laundry, and instructions for placing them on the floor and stepping on them in time to a prescribed melody played on a phonograph. Mr. Jones inserted an ad in the *Police Gazette* which built his modest enterprise into a manufacturing headache.

"In no time at all," he reminisced recently, "I was overcome by returns. Making the footprints became a problem. I ran out of Chinese laundry cardboard and had to buy a supply. Then I put my fellow fraternity members to work cutting out footprints. I paid them two cents a print if they furnished their own cardboard and one cent each if I furnished the board."

In more than 30 years of professional practice in advertising, Mr. Jones has considerably refined the principles of advertising and merchandising which he began to understand as the proprietor of the Dorothy Castleton Academy.

He entered the field as an assistant space buyer in the Los Angeles office of Lord & Thomas in 1923. By 1929 he was manager of the office and a year later was promoted to vice president in New York. In 1932 he joined the Maxon Agency as executive vice president, a year later moved to Benton & Bowles as vice president. It was there that he launched what he believes to be the first package goods premium carried by network radio, the SuperSuds seed deal described in the accompanying first chapter.

In 1934 he became executive vice president of Blackett-Sample-Hummert. He returned to Maxon as a partner in 1940.

Since the Duane Jones company was organized, it has distributed 47,000,000 premiums. Total billing has been more than $80 million, of which 60% was spent in radio-tv, mostly radio.

In 1951 Mr. Jones lost half his agency's business and resigned the rest of it in the now-celebrated dispute between him and former officials of the Duane Jones company. The New York State Court of Appeals last January affirmed a damage award of $300,000 won by Mr. Jones in a lower court suit in which he charged the former associates with "pirating" accounts. Now that the litigation is out of the way, Mr. Jones is back in business.

advertising had progressed mightily, it lacked specific techniques that could be applied to package goods accounts, techniques that would appeal to women, that would actually induce housewives to try new products that were pouring off industry's assembly lines in an overwhelming profusion of household commodities. Furthermore, it seemed plain that progress was being hampered by an inclination to cling to tradition. Even so, I did not fully realize then that a great future lay ahead for anyone willing to concentrate on ways and means of increasing sales in this new and rapidly expanding field.

The first radio application of a special premium technique to a nationally advertised package product occurred in 1933 when Benton & Bowles offered a seed deal on the air in behalf of Colgate-Palmolive-Peet's* SuperSuds. As contact man on the account, I had suggested the deal. It was the first boxtop offer ever carried via radio so far as I know. Furthermore, it was the first campaign ever conceived as a fundamental package goods advertising technique. It was a stone for the corner of a new sales structure, a form of advertising not yet designed. It presented an entirely new sales approach. Although no one knew it then, it would become one of 15 techniques used exclusively for package goods advertising. It would help to make millions of women habit-minded in their purchase of packaged foods, drugs and other commodities.

But when I suggested the idea to William B. Benton, co-founder and then head man of Benton & Bowles, and destined later to become one of Connecticut's august U. S. Senators, he told me it sounded like sheer madness—a form of financial suicide.

"Who ever heard of paying such a terrific sum for radio time just to give garden seeds to listeners?" he said. "Why the whole thing is absurd."

After much persuasion, however, he finally consented to take a chance, but from that moment on I was painfully aware that I was a marked man if it failed.

Having come from the West Coast, I was acutely conscious of the pulling power of the name, Hollywood. So I decided to commercialize this magic to the utmost. With that in mind, we announcer the offer as a Hollywood garden, one with gorgeous flowers like those grown by the movie stars, available to all takers for only a dime and a SuperSuds boxtop.

We carried the deal nationally for 10 days over NBC on the daytime serial, *Clara, Lu 'n' Em*, and it drew 600,000 returns. Naturally this was sensational. It was both colossal and super-colossal.

"Well," I said to Mr. Benton, "we sold more than half a million packages of SuperSuds in 10 days—an average of 60,000 a day. What's more, the premium washed its own face—paid its own way."

"Not bad," Mr. Benton grinned. "Not bad at all. I told you all the time it was a swell idea. I thought it was terrific right from the start."

The principle upon which this offer was based has since been widely used by practically all agencies. But until I applied it to SuperSuds, it had never been thought of. By using radio to carry our message, we got maximum coverage at minimum cost, figured on a per capita basis. And more important still, we reached a responsive audience. When first considered, however, the time charges had seemed prohibitive, particularly for an untested proposition that had neither tradition nor previous experience to recommend it. But it turned out to be a pioneering pitch at something different that bagged three "firsts" and established a cardinal package goods advertising technique, to wit: "Be sure to select a low-cost, responsive medium that will gain market saturation for your sales message before you decide to stick your neck out on a boxtop deal."

IF RADIO hadn't come along when it did, that effective phrase, "For a dime and a boxtop," might never have been coined.

For it was the deep penetration of nationwide networks, with their relatively low cost-per-inquiry, that popularized the boxtop, until today it stands as an almost invaluable adjunct to America's home life.

It is the millions of housewives in this country who constitute the essential market for package goods, and radio serials have provided the most practical means of reaching housewives. Obviously radio serials became known as soap operas by virtue of their use in advertising soap products. Call them what you will, the fact remains that they have furnished an economical means of attracting the largest possible number of package goods customers.

If in time television supplants radio's soap opera with some other type of daytime programming, the hearts of feminine fans will throb no less passionately, for sight will glamorize sound and suitable sales messages will stimulate purchasing.

The boxtop got its start 103 years ago, all because B. T. Babbitt, an ex-machinist who turned manufacturer, made a wrong guess about women. And it came close to costing him a pretty penny, too. However, it was a paper wrapper and not a boxtop that occasioned Mr. Babbitt's peculiar embarrassment with the ladies.

He had switched from machinist to soapmaker because he believed that in the long run it would prove more profitable. And being a shrewd and ingenious young businessman he got the bright idea that soap would sell better if marketed in cakes that were nicely wrapped than in unwrapped bars.

Much to his surprise, however, the diligent housewives of that day disagreed with him. They preferred their soap in the raw, free of bothersome paper covers. So Mr. Babbitt found himself in a financial dilemma, the longest and most dangerous horn of which was an over-supply of neatly wrapped soap. But in the nick of time he came up with another idea. Why not offer an inducement to buy his soap—a gift of some

Last October the corporate name was shortened to Colgate-Palmolive. It was Colgate-Palmolive-Peet when the Jones seed deal was made.

everyone has
something he does best..

You do. We do, too. And this man does well at his specialty or he wouldn't have his job. Our particular specialty is the representation of quality television stations — and if we did not do it so well, we would not be representing the outstanding stations you see listed below.

Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

the *only* representative devoted *only* to television

WAAM	*Baltimore*
WBEN-TV	*Buffalo*
WFMY-TV	*Greensboro*
WDAF-TV	*Kansas City*
WHAS-TV	*Louisville*
WTMJ-TV	*Milwaukee*
WMTW	*Mt. Washington*

sort, a picture of flowers, say, printed in color. Women would like that; it would be a bouquet that wouldn't wilt.

So Mr. B. made the offer. And this time he guessed right. The ladies liked it. They liked it so well that housewives bought his cakes of soap, paper wrapper and all, 25 at a time so they could send in the wrappers for one of his "beautiful panel pictures in full color."

After Mr. Babbitt's success with his picture offer, the use of premiums increased steadily, especially after the Civil War. This was due somewhat to the fact that business was engaged in a rugged struggle. The premium, which gave the customer an added value for his money, proved a welcome tonic, one that helped in some degree to cheer trade through the panic years of the '70's and the '90's.

In the beginning, coupons were the popular medium of exchange for premiums but slowly the boxtop encroached, and toward the turn of the century, as the packaging of products got seriously under way, its use definitely broadened.

My own knowledge of premiums was cursory indeed until I began to get intimately acquainted with these trade tools in the Los Angeles office of Lord & Thomas, where I got my start as an ad man under Don Francisco, and where we both learned those all-important first principles of modern advertising under that master craftsman, A. D. Lasker, then president and principal owner of the agency.

Premiums Were Free

In those days premiums were always given "for free," no coin required. For example, Sunkist Oranges, a major Lord & Thomas account, offered recipe books, free for the asking, in its magazine ads, and Jell-Well gave out recipes too, in addition to aluminum moulds of various shapes, including hearts, clubs, spades, etc., for preparing novel desserts for bridge luncheons and parties. To get these moulds you merely mailed in a Jell-Well boxtop and the names of three friends. Naturally your friends were immediately sampled with the product.

At Lord & Thomas I had the opportunity to sit in on several staff conferences conducted by Claude Hopkins, the greatest copy writer of all time, and I shall always be grateful for what I learned. Mr. Hopkins, who died in September 1932, came to the coast from the Chicago office of L&T two or three times a year to visit both the San Francisco and Los Angeles branches. It was in the latter office that I heard him expound his philosophies.

In personal appearance Mr. Hopkins was definitely of the Gay '90's. He wore a hard-boiled hat and carried a stick. His stocky figure gave one the impression that he was trying to look like the portrait at the foot of the stairs—you know, pompous and important.

But he certainly knew his advertising. Lord & Thomas employed him for 17 years, reputedly at a six-figure salary. Once, in a meeting, he told us that he had pounded five million dollars out of his typewriter. We asked him how, and he related his experience in buying a horse for his daughter at his Saginaw, Mich., farm. This same story, oddly enough, was subsequently attributed by Mr. Lasker to John E. Kennedy, the master copy writer of an earlier day. At any rate, the moral of the tale helped me to establish the basic techniques of package goods advertising. I think I can repeat that story almost word for word.

"A farmer brought me a riding horse for my daughter," Mr. Hopkins told us. " 'This horse,' the farmer said, 'is sound of wind and limb and I'll sell him to you for $300, with the understanding that you give me the $300 now and keep the horse for a month and let your daughter ride him. If he is not all I say he is, I'll return your money at the end of the month and take the horse back.'

"The next day another farmer brought me a horse which he claimed was sound of wind and limb and good for my daughter to ride. 'I'll sell him for $300,' the farmer said. 'You keep him a month, let your daughter ride him, and at the end of that time if you find he is not as I've represented, I'll take him back and you can keep your money. But if he is all I say he is, then you pay me the $300 and keep the horse.'

"Which deal do you think I took?" Mr. Hopkins asked.

The answer, of course, was obvious.

"I told that story," Mr. Hopkins continued, "to illustrate a point in advertising: *Never ask a customer to take a chance on you. Always offer to take a chance on him.*"

That is the most important package goods advertising technique. Never ask the customer to take a chance on you. Offer, instead, to take a chance on him by making a deal that obviously gives him the better end of it. You'll get yours when he samples your product, for if he likes it he'll become a regular customer. That will pay you many times over for taking a chance on him as a prospect.

BENJAMIN FRANKLIN once said, "It is hard to make an empty bag stand up."

This bit of homely philosophy applies especially to the techniques of package goods advertising. First of all, to succeed with such a highly specialized kind of advertising, you must have a product that not only stands up, but stands firmly—on its merit. Its quality must be so right that it will repeat when sampled. If a customer can be induced to try your product once, it should be so tempting, so satisfying, so appealing that he'll try it again—and again. Then, with a wise application of the techniques devised to advertise package goods, sales will go up—and up.

If the package product to be advertised can't account for the sale of one unit every week or ten days, which adds up to approximately a case per year, then the product should be improved before it is marketed. After its improvement, its turn-over should then be tested in selected markets before an advertising budget is set up.

To illustrate our point, let's take an actual case. For ethical reasons we'll identify the client only as Mr. A. He has a quality grocery product that turns over at the average rate of one case per year per customer, and it sells for $2.88 per case to the jobber. Gross profit per case is 86 cents.

But Mr. A's firm is afflicted with a bad case of rising overhead—chronic these days in almost every kind of business. So the company must either sell more goods or increase prices.

Retailers have warned, however, that upping the cost to consumers may materially reduce sales. Moreover, competing products of lesser quality but lower in price may usurp Mr. A's market.

Therefore, hoping to solve the situation, Mr. A's company decides to launch a boxtop deal. And a premium is offered for ten days over a national network on a daytime serial. It pulls 600,000 returns. When costs are checked (by dividing the number of returns into the time charges), Mr. A's company finds that the cost per inquiry—literally the cost per return—averages 8.7 cents. Further checking shows that half of the boxtops came from new users. So each new user cost 17.4 cents. A house-to-house survey conducted three months later proved that half of these new users had become steady customers. So the cost of obtaining a steady customer was 34.8 cents. Since this new customer could be counted on to purchase an average of one case per year, he was worth 51.2 cents, or the difference between the company's gross profit per case and what it cost to get the customer.

The Final Score

So, to recapitulate, if the company got 600,000 returns and half were new users, obviously there were 300,000 new users. And since the subsequent canvass of these new users showed that half had become steady customers, then it is quite evident that Mr. A's company added 150,000 new customers. This increase was good for an annual profit of $76,800, figured on the basis of 51.2 cents per customer. Not bad for one boxtop deal over one network.

Although used here merely as an illustration, this case is typical. Moreover, it indicates what an average good premium offer pulls. In our own shop, we've had deals that greatly exceed this average, due to a combination of alert thinking and timing.

One such example is the Waldorf Pie Pan offer made for 7-MINIT Ready-to-Make Pies. Here was a case where the results obtained on tests were so encouraging that the client, National Selected Products Inc., ordered a million pie pans to meet the foreseeable demand.

If placed edge to edge, the pans would have reached from New York almost to Albany, one hundred and sixty-two miles away. Sales pyramided for approximately three months, until the client ran out of pans.

We made this offer only after painstaking tests had proved we were firmly backed by a fundamental credo I established early in my experience in advertising package goods. It is now one of the basics of the business:

"Be sure to tie your offer to a product that is good enough to repeat when sampled, for it's the repeat sales that gain steady customers."

(To be continued next week.)

Editor's note: In his next article in this exclusive series, Mr. Jones will deal with two more fundamentals of package goods advertising, concentration and continuity. He also will relate some inside stories on successful radio campaigns.

Your Basic Buy In Iowa

KRNT **CBS in DES MOINES**

FIRST **IN 61 OUT OF 67**
HOOPER-RATED PERIODS!

FIRST **IN SHARE OF AUDIENCE!**
Morning . . . Afternoon . . . Evening
48.8% 50.4% 41.8%

You buy more than just time when you buy KRNT-CBS in Des Moines. Sure, you get the station which is first in 61 out of 67 Hooper-rated periods . . . the station which is first in share of audience morning, afternoon, and evening. But you get something more when you buy KRNT — you buy that easy-to-see mark of a champion. KRNT is the station with the stars . . . the station Central Iowa depends on for news . . . the showmanship station affiliated with KRNT Theater, world's largest legitimate theater . . . in short, the Know-How, Go-Now station in Des Moines.

KRNT
DES MOINES RADIO
THE REGISTER AND TRIBUNE STATION

Represented By The Katz Agency

75,956* *read this "book" every week*

WE call BROADCASTING • TELECASTING a "book." It is not. That's a sort of affectionate house term. B • T is the *Time, Fortune, Newsweek, Forbes* or *Wall Street Journal* of one of the most vibrant arts in our world today—radio-tv broadcasting.

BROADCASTING • TELECASTING is a weekly magazine. It is also a sort of newspaper. From its key office in Washington it fingers the pulse of what goes on anywhere through its crack correspondents in New York, Hollywood, Chicago and Toronto. Its string of news centers dot the globe.

BROADCASTING • TELECASTING is vigorous. Interesting, but not sensational. Fearless, but fair.

Is it any wonder that a book like this wins acclaim from coast to coast, whose authoritative articles and features in radio, television and their basic fundamentals are almost school texts?

A BOOK THAT EXPLAINS. . . . Color and its effect on tv. Time-buying and its effects on advertising and public acceptance and opinion. The fundamental use of film and its acceptance; psychologically and financially. A book whose "at deadline" crackles with spot news.

A book whose editorials are *front*-page news on the *back* page of the most alive, vital and vigorous publication in the field today. . . .

Little wonder more people more often, year in and year out say, "Make mine B • T."

*** American Research Bureau Survey—*details on request.***

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

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BROADCASTING • TELECASTING

1735 DeSales Street, N.W.
Washington 6, D.C.

STYLISH STYLE SHOW AT BARGAIN EXPENSE

How the U. of Missouri's commercial tv station made a 36% profit on a one-shot featuring co-eds and spring fashions

by Milton E. Gross

RIGHT in your own back yard, your station has a fund of programming ability—in schools and colleges, in girls' and women's clubs—which can help you produce good local shows, improve your community relations and increase your profits.

KOMU-TV Columbia, Mo., University of Missouri station did all that with a spring fashion show. The outlet teamed with Gamma Alpha Chi, university women's advertising group, and five Jefferson City, Mo., style shops to present *The Picture of Spring*.

The show was KOMU-TV's first full-hour studio production. When the idea for the telecast was decided upon, KOMU-TV salesman Ralph Johnson sold the show to five sponsors in less than one day.

Gamma Alpha Chi's annual project has for years been a spring style show, though most of the 23 girls who participated in this year's production had not worked in any kind of fashion promotion before. Models were chosen from among more than 50 applicants from university dormitories and sorority houses.

A week before the show models went to Jefferson City to be fitted into dresses the shops chose for display. KOMU-TV's program director William A. Vaughn, staging director Elmer Bladow and sales service representative David Deering had previously inspected dresses in all the stores and eliminated those which seemed likely to lose glamour in television's black-and-white.

Gamma Alpha Chi's accompanied the models to each store and wrote the commentary script after careful study of the garments and conferences with store representatives. GAX president Betty Mussell and script committee head Marilyn Baker coordinated the commentary script and planned show production. KOMU-TV's continuity department wrote the show's commercials.

The program followed a stylized format, with each store allotted 7½ minutes for model action and a one-minute commercial.

Mr. Gross is associate professor of the U. of Missouri School of Journalism.

An entertainment break separated each store's segment from the next on the show. The show ended with all models on camera for a finale which emphasized the variety of clothes available in the stores in Jefferson City.

The basic fashion set included a dry-brush flat of the state capitol at Jefferson City on the steps of which models posed after their turn in front of the camera. Each model stepped down from one of two picture frames at each side of the capitol drawing, walked before the camera, then joined previously-shown models on the capitol steps.

All fashion and commercial art on the show appeared on pages of a large photo album placed beside Lorraine Ellis who delivered the fashion commentary. Use of the album decreased production costs, since it eliminated use of slides or balops and emphasized the "picture" motif of the show.

Variety in Sets

Second major set was another dry-brush flat painted by art director Ned Etheridge—a cafe scene to back up the soloists, quartet and duet who separated the various stores' presentations.

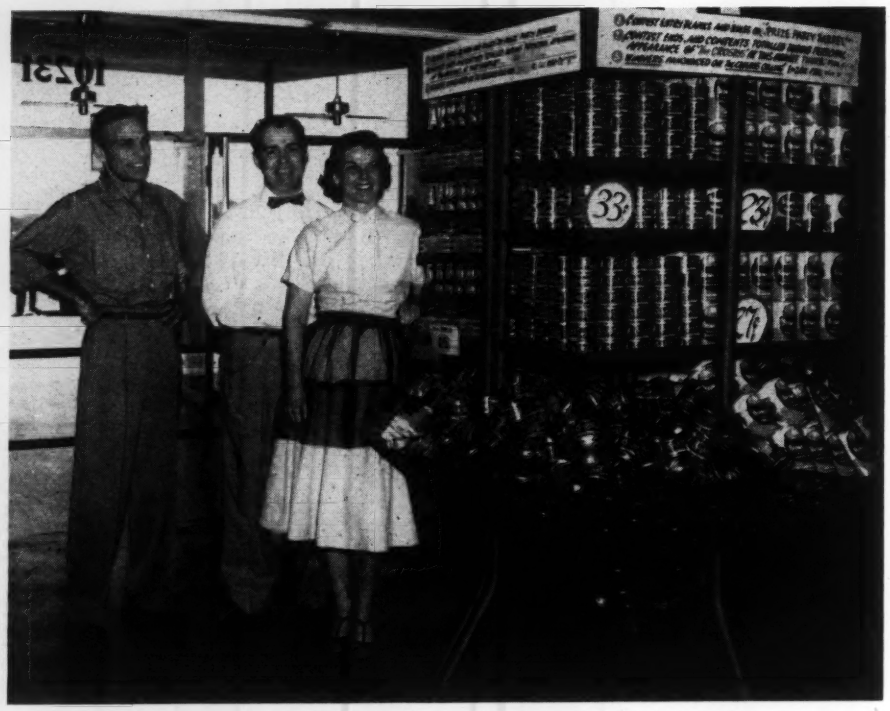
Gamma Alpha Chi members, in addition to choosing and even helping dress models, arranged for their transportation, six miles from the university campus to the studio for an afternoon of rehearsal and for the show itself.

To give the show adequate advance publicity, Betty Bower and Mildred Zweig, prepared on-air promotion spots and newspaper ads in cooperation with the KOMU-TV promotion department. Nancy Rogers designed posters for use in the stores. After the show, the posters were cut down and put into the hands of mannekins in the stores displaying garments customers had seen on television. Large store identification cards used on the show were also adapted for use in store windows after the telecast.

The Picture of Spring proved both an audience and a commercial success for KOMU-TV. It was sold direct to the five participating stores as a package production. Total time and talent charges were $500. Of that amount $316.36 was used for production expenses (transportation and greenery, $69.72; scrim, which can be used again, $50.00; art and photo supplies, $22.50; advertising and promotion, $49.14; fee for Gamma Alpha Chi, $125). After these financial obligations had been taken care of, KOMU-TV rang up a profit of $183.64.

What kinds of suggestions can come out of KOMU-TV's experience with *The Picture of Spring*?

- Begin with a detailed conference, out of which all committee and department heads get a clear picture of their jobs.
- Give committee and department heads adequate authority to get their jobs done without unnecessary conferences.
- Supply models with complete and detailed written instructions about everything they're to do—fitting, dressing, traffic at the station, as well as action on camera.
- Have stores provide standby garments to be substituted for clothes which don't pass the camera test.
- Base the show's timing on the commentary script and write that script to time, with a few extra sentences available on each garment, to be used when necessary.
- Write script for each garment on a a separate sheet of paper and include model's name and sequence number.
- Use a different model for each garment: avoid changes during the show.
- Schedule a complete dress rehearsal, preferably at least two days before the show goes on the air.
- Plan a conference, after dress rehearsal, of producer, director, cameramen, floor manager, commentator, staging director and writers to coordinate changes whose desirability will have been made obvious at the dress rehearsal.
- Establish with the sponsors that no garments can be added to or withdrawn from the show after dress rehearsal.



PLEASED at the Pile-on fixture used in merchandising promotion is Guy Hylton (c), manager, Raisin's Supermarket, Downey, Calif., who is flanked at recent personal appearance by Mr.-and-Mrs. team of Lou and Linda Crosby, hosts of KHJ-TV Hollywood *Crosby's Calling* and owner-originators of Pile-on Merchandising Plan.

THESE CROSBYS STAR FOR MERCHANDISING

AN INGENIOUS merchandising tie-in has helped Lou and Linda Crosby, KHJ-TV Hollywood Mr. and Mrs. team, convince southern California supermarket managers that they can move even slow-selling items at a record rate.

Called by its inventors the Pile-on Merchandising Plan, the idea centers around a rack which is a combination of product display, jumble bin and prize exhibit. The products are neatly arranged on shelves above, jumbled in bins below, for sale to customers and the top devoted to prizes to be given away in a companion prize party barrel contest.

The idea had its inception late one night shortly before last Christmas and Mr. Crosby now says he had to get up and draw a rough sketch of the Pile-on fixture before he could get any sleep. Phil Rousac, Pasadena architect and supermarket builder, helped refine the sketch into a practical reality.

The Crosbys, who own and operate the Pile-on Merchandising Plan, rotate the fixtures among various local supermarkets on a bi-weekly basis. They use their *Crosby's Calling* program on KHJ-TV to promote both their advertisers' products and personal appearance at the end of a two-week period.

The 14 days preceding their appearance at a market is publicized several minutes each day on *Crosby's Calling*, with notes on the operation and function of the supermarket and personal items about the market personnel.

"It sends people into the market and helps sell the sponsor's product," Mr. Crosby says. "It also makes the market's management happy and it's important to remember that they can make or break a promotion."

Since Pile-on was first started in a suburban Los Angeles supermarket in February, products of the four current Crosby advertisers, Chicken of the Sea tuna (Van Camp Sea-Food Co., Terminal Island, Calif.), Pepsi-Cola Bottling Co. of Los Angeles, Thoro-fed Dog Foods (Victory Packing Co., Los Angeles) and Barbara Ann Baking Co., Los Angeles, have received special promotions in supermarkets of the Ralph's, Shopping Bag, Market Basket, Raisin's, Crawfords', Certified Independent and Spartan Independent chains.

Lou and Linda Crosby, who have a long background in broadcasting and motion pictures, gamely answer the oft-repeated question with a cheerful, "No, we're not related to Bing." Lou was a Hollywood radio announcer-actor in 1939 when he met Linda, then Linda Hayes and under contract to RKO pictures. He announced an NBC *Woodbury Hollywood Playhouse* program on which she appeared opposite Charles Boyer and two years later they were married.

In 1952, while he was announcing NBC *Double or Nothing* in Hollywood and she had retired—temporarily, it proved—to care for Linda Lou and Cathy Lee, now 10 and 9 respectively, they decided to enter merchandising. Moving to San Francisco, they first presented *Crosby's Calling* early that year on KGO-TV that city. When Linda Crosby was, as she puts it, "surprised by the third Crosby," now bouncing 21-month-old Lucinda (Cindy) Sue, they moved the program to KSJO San Jose. Today, Linda Crosby regrets going off tv for Cindy. "I could have been the first Lucy," she wistfully says.

Following Cindy's arrival, they recommenced the tv *Crosby's Calling* version on KHJ-TV Hollywood.

Despite the success of merchandising efforts from the start, Lou Crosby had noted a number of shortcomings in special supermarket tv promotions. Managers showed a justifiable reluctance to allow these promotions in their stores, Mr. Crosby felt. In many cases the displays sprawled and were placed badly. The entertainment blocked traffic. The services of already-busy market personnel were required to prepare for accompanying personal appearances.

They Make Sandwiches Too

Pile-on Merchandising Plan avoids this, he points out. The night before a Crosby appearance, Lou and Linda, plus volunteer salesman, advertising and agency personnel gather in the Crosby kitchen in Pasadena to make up from 1,000 to 2,000 sandwiches and samples, using products advertised on their program. These volunteers are also usually on hand the next day to help the Crosbys put up their stand and to serve out the samples. No market personnel is used in any case.

Before the first Pile-on fixture was constructed, the Crosbys consulted the most conservative market chain to find out the permissable dimensions for a special display. The fixture, attractively fashioned out of steel wire mesh and tubing and occupying an area five feet in diameter, was built with this in mind. It can easily be assembled and disassembled and transported in a car trailer.

Personal appearances generally fall on Thursday following their afternoon tv program. The Crosbys entertain the customers

LOUD SPEAKERS AND CABINETS
GATES-ATLANTA 13th & Spring Sts., N. W. Tel. Elgin 0369

with song, chatter and samples. They are also present for the Prize Party Barrel contest, a part of Pile-on. In this, a wire barrel is filled with the advertised products and customers invited to guess the total value of the merchandise. "It certainly focuses attention on the advertised products and prices," Linda Crosby observes.

After guesses are all in, the store manager totals prices of the individual items on a cash register, and a winner is announced. A 21-inch Arvin tv set is usually first prize, with other prizes including tv remote control devices, food liquidizers and tv tables. The prizes are furnished by the Crosbys, through their own sources.

That Pile-on Merchandising Plan works is vouched for by both advertisers and supermarket managers. Typical is the report of one manager, who states more of a canned baked bean was moved in 14 days than in the previous four months, and another who reported a 138% increase in Pepsi-Cola sales during the two-week period. Perry Burnside, an executive of Shopping Bag markets, praised Pile-on as "The best-planned, least gimmicked" promotion in his experience. More important, Mr. Burnside flatly states, "It sells merchandise."

Sponsors Have Renewed

Pleasing to the Crosbys is yet another sort of endorsement. Their sponsors have renewed with almost automatic precision at 13-week intervals.

Lou Crosby's brainchild, which he has affectionately nicknamed, "Ajax, the Armor-plated Salesman," will shortly expand into radio, with *Crosbys Calling* starting on KHJ Radio next month. The present two Pile-on fixture groups, consisting of rack-and-barrel sets, will be divided, with one devoted to the KHJ-TV program and the other to the radio show.

The radio program will follow the tv *Crosby's Calling* format of song, chatter, baby contests, household hints and other daytime home program features.

In the negotiating stage is an expansion into other areas, notably San Francisco and Denver, where negotiations are actively in progress. Present plans call for Lou and Linda Crosby, through their Lu-Lin-Gra Enterprises, the proprietary firm for both the Pile-on fixtures and the Merchandising Plan, to lease the programs out to local "Mr. and Mrs." teams, with the Crosbys maintaining ownership of the idea and general supervision over production.

Radio-Tv Fill the Park

THE COMBINED influence of KSBW-AM-TV Salinas, Calif., has helped produce the second largest attendance in the Class C California State League for the Salinas Packers. The baseball club, although in seventh place in the league standings, has out-scored in attendance many clubs in larger cities. This is attributed to the play-by-play sportscasts over KSBW radio and tv by Mike Morisoli, sports director. The Packers are a community-owned ball club with about 1,500 stockholders. A special tv program is said to have been responsible for sales of stock amounting to more than $5,000.

Get IDECO planning and design too . . . make certain YOUR tower is engineered to stand the test of time and weather!

INVEST YOUR TOWER DOLLARS

Don't just SPEND them!

Your contract for an Ideco tower is a wise investment . . . an investment in years of Ideco experience in the design and planning, fabrication and erection of time-proven towers for television and radio.

You also buy peace of mind when you specify Ideco, for capable Ideco engineers will competently assume all your tower problems from foundation to top beacon. As a part of the job, they'll even take over the installation of antenna and accessory equipment . . . make a thorough final inspection . . . and you'll be completely protected by insurance all the way. All this is your assurance that your Ideco tower is a secure investment that will keep your station on the air year after year . . . even under the most punishing climatic conditions.

Ideco has been building transmitting towers since the nineteen-thirties, pioneered triangular design when broadcasting was in its infancy. Based on accumulated experience, each Ideco tower part is shop-fabricated to precise tolerances . . . with pre-determined stresses . . . for fast, safe, easy erection. And every part is Hot-Dip galvanized to prevent rust.

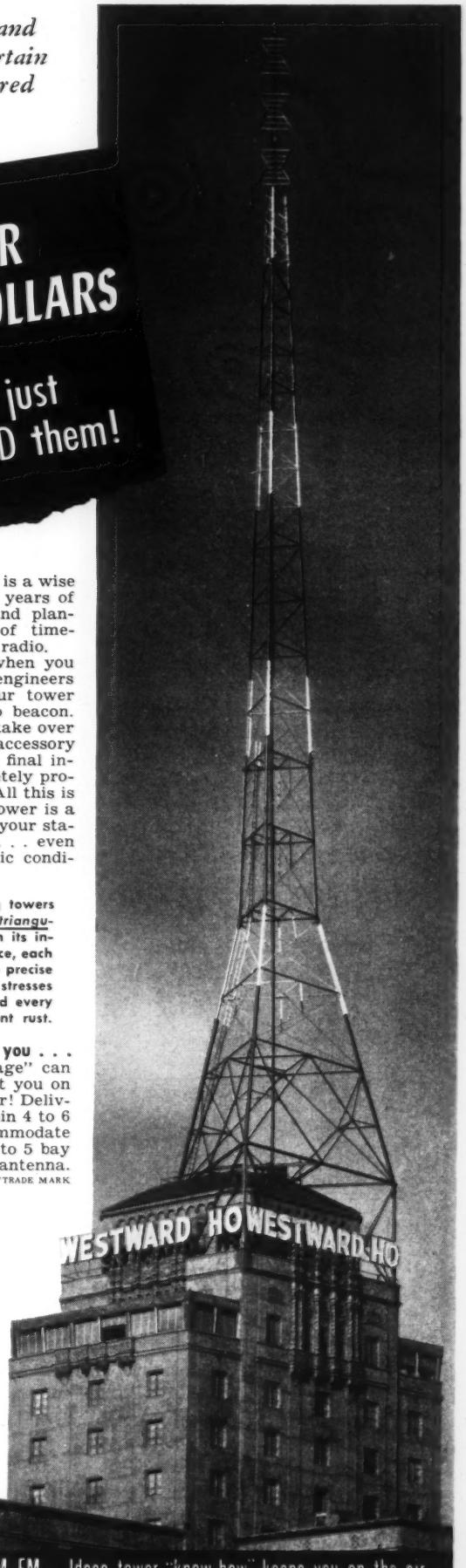
If a 300′ to 620′ tower will serve you . . . The new VIDECO* tower "package" can save you time and money . . . get you on the air profit-making weeks sooner! Delivery to your site can be made within 4 to 6 weeks . . . and Videco can accommodate *any* UHF antenna or *any* VHF 3 to 5 bay low band or 3 to 6 bay high band antenna.

*TRADE MARK

Get ALL the facts about your Ideco Tower Investment . . . ask your Equipment Supplier, or call on Ideco.

IDECO DIVISION
Dresser-Stacey Company
Dept. T, Columbus 8, Ohio
BRANCH:
8909 S. Vermont Ave., Dept. T, Los Angeles 44, Calif.

IDECO®



Tall or short . . . for TV, Microwave, AM, FM . . . Ideco tower "know-how" keeps you on the air

Hires Radio-Tv Buying Guide Aids Effective Use of Media

Designed to help some 300 franchised bottlers boost their sales, the buying guide was prepared for the Charles E. Hires Co., Philadelphia, by N. W. Ayer & Son, Hires agency [B•T, May 24]. Here are the seven basic points set forth by the guide on proper use of radio and tv. Firm offers a series of recordings and films, both one-minute and 20-second, to its bottlers.

1 HOW MUCH WILL IT COST?

Whatever you want to spend. The size of your budget will determine the size of your schedule. Most stations have "local rates" which are considerably lower than their national rates—ask for them! It may also be possible to get a "package rate"—which means additional discounts based on high-frequency schedules. "Package rates" are more prevalent in radio than in television, and are often available on short term contracts—depending on each station's policy. A station may not offer you a "package"—so ask! It will mean more advertising for your money!

2 WHICH STATION TO BUY?

Ask every station in town to submit availabilities and get competitive bids. This is good public relations and it eliminates the chance of "overlooking" a good schedule. Also, when stations know they are competing for your business, they tend to work a little harder for the order and may even cut prices, which is certainly to your benefit.

It is frequently worthwhile to tell the stations exactly what your total advertising budget (radio and tv) for the market is. With this knowledge, a station can "tailor" a campaign or "package" to suit you—and it saves time, too!

DOES YOUR LOCAL
SOFT DRINK BOTTLER
advertise on your
RADIO STATION

If your answer is "no"

R. A. "BOB" PERROTT
THE SILVER DOLLAR MAN
OF
BRUNSWICK, GEORGIA
has the "yes"
answer for you

THE NEW LOTTERY AND GIVE-AWAY LAWS HAVE HELPED THE SUCCESS OF OUR NEW COPY-RIGHTED PROGRAM TWO-FOLD.

Phone your bottler, then phone me if you want to

DOUBLE YOUR BOTTLER'S BUSINESS OR DOUBLE-YOUR MONEY-BACK IN THE FIRST 30 DAYS.

3 IS COVERAGE IMPORTANT?

Yes. The station salesman will show you a map that will indicate the area where your commercials can be heard. This coverage may be based on a mechanical measurement, a special survey, or a mail response study. Coverage based on mail pull is of doubtful value since the station may have conducted a give away contest or some similar gimmick which stimulated abnormal audience response. Ask the salesman about this.

Most important in considering coverage is that you buy a station that *conforms reasonably close to your sales area.* Usually, the greater the coverage, the greater the cost of the station. *Do not buy excess coverage that cannot pay off in sales!*

4 WHAT ARE RATINGS?

Ratings are measurements that reflect the average number of radio or television homes listening or viewing regularly to the designated programs, and are expressed as a per cent of all radio or tv homes in the surveyed area. For example: A rating of "10" in a city with an assumed set population of 150,000—would be equal to an average delivered audience of 15,000 homes. Keep in mind the fact that there is usually more than one person hearing or seeing each program, which proportionately increases the number of *individuals* reached.

At this point, you should be cautioned about "inflated ratings." Some stations have a tendency to sell time on the basis of ratings attained during the baseball season, or for some other exceptionally popular series of broadcasts (contests, etc.) carried irregularly. For these events, the station's rating will be high or "inflated." Therefore, it would be wise to ask the salesman if the ratings quoted are for the specific availabilities being offered.

5 PROGRAMMING

TV

In placing a television spot schedule, you will find adjacencies to popular network programs are usually 20 seconds in length. In this connection, it is generally better to have an announcement *ahead of a good show* rather than following it. The reason for this is that people tend to tune out credits at end of program, and tune in to channel they want to watch next. The use of 1 minute in television can be effectively used as participations within early evening or late evening feature films, before and after the evening's network programming, and in movies on Saturday or Sunday afternoon. There are also many other local programs that will accommodate a full minute commercial.

The cost of 20 seconds and 1 minute in television is usually the same. The reason for this is that the value of 20-second time is increased proportionately due to its adjacency to higher rated network programs, where there is no time allowance for a full minute.

RADIO

The same general points outlined for television also apply to radio. In addition, however, radio offers strong coverage of the early morning audience, and many popular "disc jockey" personalities throughout the day. Unlike television, radio stations for the most part charge different rates for 20-second and 1-minute announcements.

Another point to consider is the fact that many radio stations in television cities are offering substantial reductions on night-time announcements, realizing that tv has somewhat impaired their value. As a result, you may be able to make a very good deal with your local station.

6 REMEMBER YOUR AUDIENCE!

In buying radio or television time, it is of the utmost importance to *keep in mind the audience you are trying to reach.* To all intents and purposes, Hires Root Beer is consumed by everyone—men, women, and children. All are potential Hires customers. Consequently, you should not concentrate your entire campaign on any one specific group, but rather buy a diversified schedule and reach all groups. AND—don't be guided by personal likes and dislikes in programming—remember that you are placing advertising, and advertising in order to be most effective must reach as many potential Hires customers as possible!

7 SHOULD MERCHANDISING BE CONSIDERED?

By all means! But only after you have established the overall advertising program. Merchandising is a plus feature designed to lend additional support to your schedule—you should not have to pay for it! Buy your announcement campaign first; then ask the station for merchandising help in the form of:

—Jumbo post card mailings.

—Station letters to the trade.

—Calls on the trade.

—Using Hires Root Beer on give away shows.

—Supplying window streamers.

—Shelf markers.

—or anything else that occurs to you.

—Courtesy of N. W. Ayer & Son Inc., Philadelphia, Pa.

Tv's 'Industrial Monkey'

NBC-TV will place into operation this month on the *Home Show* (Mon.-Fri., 7-9 a.m. EDT and CDT), an aerial camera known as the "industrial monkey." It is a remotely controlled aerial camera, mounted on a telescoping arm suspended from the ceiling and is said to be capable of moving quickly and easily to almost any point in the tv studio. The device was developed by Sol Cornberg, NBC-TV supervisor of plant facilities, who said it is designed to help solve the problems of mobility and space in the tv studio by removing equipment and technical crews from crowded sets for use by performers, directors and set designers. It is remotely controlled by two men operating behind the scenes.

Over $250,000 in Sales Made by WBS at Convention

WORLD Broadcasting System completed sales totaling more than $250,000 during the NARTB convention in Chicago, Pierre Weis, general manager of World, reported last week upon his return to New York.

Mr. Weis attributed the large volume in sales in part to revived confidence in radio as a selling medium, but said the company's new ComET plan stimulated "tremendous" interest. Under the ComET plan, World will supply a subscriber—free of talent or program charges—a one-hour show five days a week [B•T, May 31].

BMI Sets Program For Summer Tv Clinics

BMI's proposal to hold three summer tv clinics [B•T, May 24] has been approved by tv station managers by the overwhelming ratio of 15 to 1, BMI reported last week in announcing that clinics on tv programming will be held Aug. 2-3 at New York's Hotel Biltmore, Aug. 5-6 at the Hotel Sheraton in Chicago and Aug. 9-10 at the Hotel Statler in Los Angeles.

Topics to be discussed, selected from hundreds of suggestions from more than 150 tv station managers, will include the following, listed in order of popularity: low cost local programming; film-buying, programming; brass tacks of local production; local tv news and special events; music—low cost programming and disc jockey treatment; camera techniques—art, scenic effects, etc.; public service, and allied subjects. Seven additional topics will be added to the clinic agenda.

Clinic sessions, according to advance planning will begin at 9:30 each morning, with a forenoon session of four half-hour talks, followed by a 45-minute open forum. Three more 30-minute talks will be given in the afternoon, with the free-for-all "bull session" to start at 3:30. If desired, the "bull session" will be continued after dinner, as was done during the 1952 tv clinics.

Enrollment blanks will go out to all tv stations for the clinics. There is no registration fee, but those who attend the clinic luncheon will pay a nominal luncheon fee of about $5, BMI said.

PROGRAM SERVICES PEOPLE

Herb Landon, publicity director, Kenyon & Eckhardt, N. Y., resigns to become president and general manager, Central Telefilms Inc., Peoria, Ill., producer of television film commercials, effective July 1.

MR. LANDON

Josephine Hunter, formerly with BBC, London, to staff of Henriette K. Harrison, N. Y., radio-tv consultant and producer.

Harry P. Brueggemann appointed chief process engineer in charge of engineering, West Coast

Strong Pull

. . . keeps viewers tuned to

KMJ·TV

FRESNO • CHANNEL 24

the FIRST TV station in California's San Joaquin Valley

KMJ-TV pioneered television in this important *inland* California market. The strong pull of top local programming plus NBC and CBS network shows continue to make it this area's most-tuned-to TV station.* *KMJ-TV is your best buy in the Valley.*

Paul H. Raymer, National Representative

*KMJ-TV carries 24 out of the 25 top-rated nighttime programs, 6 out of the 10 top-rated daytime shows in the Fresno area. *(March 1954 ARB report)*

Pathe Labs, Hollywood.

Albert Boyars, formerly with Robert S. Taplinger Assoc., N. Y., public relations firm, appointed public relations director of Transfilm Inc., N. Y., producer of films for television, industry and business.

PROGRAM SERVICES SHORTS

The Boston Post contracts for new radio and tv singing jingle from **Song Ads Co.,** Hollywood. Newspaper, recently purchased by John Fox, applicant for ch. 5, that city, used spot announcements on three tv and 23 radio stations during recent campaign.

Gould, Gleiss & Benn Inc., L. A., marketing consultants and researchers, moves to 635 S. Kenmore Ave. Telephone is Dunkirk 8-1123.

Richard H. Roffman Assoc., New York public relations company, announces expansion of the radio and tv services for benefit of radio and tv program producers. Firm offers to supply unique guests in all fields of activity; products for give-away, demanstrations and tie-ups; fashion personalities and coordinators, and "star" names for endorsements, testimonials and tie-ups.

Gotham Recording Broadcasting Corp., N. Y., has set up a stereophonic sound recording studio for popular band recording, it was announced last week by Stephen F. Temmer, vice president and chief engineer. The renovated studio is equipped with a control-room console capable of mixing 14 microphones and two echo chambers.

Backgrounds Unlimited, N. Y., has been formed to provide rear screen projection rental service for motion picture production. The firm was organized by Pat Kelly and Alfred Jenkins, president of Television Specialty Co., N. Y., with Mr. Kelly as president. Rental will be on a daily basis, with frequency discounts for longer periods of time.

Bell Productions, N. Y., expand film and packaging activities nationally with new branch offices in Dayton, St. Louis and Los Angeles. **Lou Slack III, Jerry Sandweiss** and **Bob Yeager,** respectively, will supervise the foregoing offices.

Keystone Adds 12

TWELVE new affiliated stations have been signed by Keystone Broadcasting System, it was announced last Tuesday. The additions, bringing the KBS list to 733, cover outlets in 11 states, according to Blanche Stein, KBS station relations director. The stations: WLCX LaCrosse, Wis.; KENE Toppenish, Wash.; KERC Eastland, Tex.; WADP Kane, Pa.; KCSR Chadron and KWBE Beatrice, Neb.; KALM Thayer, Mo.; WEKY Richmond, Ky.; KLKC Parsons, Kan.; WPRY Perry, Fla.; KBMX Coalinga, Calif., and WANA Anniston, Ala.

O'Neil Names Taylor Executive Assistant

APPOINTMENT of J. Glen Taylor, vice president of General Teleradio Inc. and MBS, as executive assistant to the president of General Teleradio was announced last week by Thomas F. O'Neil, president.

MR. TAYLOR

In announcing the appointment, Mr. O'Neil said that "constantly expanding interests of the company in the fields of radio and television make necessary the creation of the new post in order to relieve the president of certain operating details."

The General Teleradio properties include WOR-AM-TV New York, WHBQ-AM-TV Memphis, the Yankee and Don Lee regional networks, the film division of General Teleradio, and the majority stock interests of MBS.

Mr. Taylor has been associated in the various operations as a member of the executive committee of General Teleradio and its board of directors, as well as a member of the MBS board. His headquarters will continue at 1440 Broadway, New York, N. Y.

Before joining Teleradio in May 1952, Mr. Taylor was, for 12 years, an executive with the General Tire & Rubber Co.

Procter & Gamble Renews Seven CBS Radio Daytimers

PROCTER & GAMBLE Co., Cincinnati, last week renewed sponsorship over CBS Radio of seven Monday-through-Friday daytime serials amounting to an estimated $7½ million in gross annual billings.

In announcing details of the renewal contract on a firm 52 weeks basis, John Karol, vice president in charge of sales for CBS Radio, declared this action by P & G represented "one of the most significant reaffirmations in recent months of a major advertiser's confidence in radio's power as a sales medium."

Mr. Karol said that the P & G renewals "solidified CBS Radio's sales dominance in the daytime," and added that the network is "SRO in the daytime hours with the lone exception of a single quarter-hour strip at 3:45-4 p.m. EDT."

The programs renewed, consisting of 15-minute, Monday-through-Friday shows, are *Rosemary, Perry Mason, Road of Life, Guiding Light, Young Dr. Malone, Ma Perkins* and *Brighter Day.* It was ponited out that the group included some of the longest-running programs in radio, with *Ma Perkins,* 21 years, *Road of Life, Guiding Light* and *Young Dr.* and *Young Dr. Malone,* 15 years.

Agencies are: Benton & Bowles for *Rosemary* and *Perry Mason;* Compton Adv. for *Road of Life, Guiding Light,* and *Young Dr. Malone;* Dancer-Fitzgerald-Sample, *Ma Perkins,* and Young & Rubicam, *Brighter Day.*

Color on DuMont

STARTING in September, two stations owned and operated by the DuMont Television Network—WABD (TV) New York and WDTV (TV) Pittsburgh—will go into color telecasting. As described by Ted Bergmann, DuMont's managing director, color telecasting will originate at WABD, but WDTV, at the outset, will concentrate on carrying programs that are fed by networks.

Color television demonstrations will be arranged for sponsors and agency men during the late summer, Mr. Bergmann said. He added that WABD will use color films and slides for its first color programs. The telecasts will utilize DuMont's new color multi-scanner which Mr. Bergmann described as "the only device which provides color telecasters using 16 mm color films and slides with tv pictures equaling or exceeding the overall quality of 'live' color pickups."

Norman Thomas Slated For Facts Forum Shows

AS an outgrowth of a controversy between Facts Forum and the American Committee for Cultural Freedom, Norman Thomas, chairman of the administrative committee of ACCF, will appear on *Answers For Americans* (ABC-TV, Sun., 1-1:30 p.m. EDT) and (ABC Radio, 9:30-10 p.m. EDT) on June 20. These are Facts Forum supported shows.

The dispute between Facts Forum and the Committee began last month when Mr. Thomas protested to NBC the possibility of that network carrying a proposed radio program series under Facts Forum auspices. He was assured that the network had no such program under consideration [B•T, May 3].

Subsequently, Victor Lasky, co-author of "Seeds of Treason" and a professed sponsor of ACCF, challenged Mr. Thomas' evaluation of Facts Forum programs as "biased and one-sided." He offered to uphold Facts Forum in a debate with Mr. Thomas on a Facts Forum supported program. Mr. Thomas replied that he would debate the issue only with H. L. Hunt, wealthy Texas supporter of Facts Forum, or "a responsible official" of that organization.

It is not known whether the issue of Facts Forum will be discussed on the June 20 programs on which Mr. Thomas will appear. Hardy Burt, moderator, told B•T that the topic of discussion and other participants on the programs have not been selected.

NBC-TV Signs Oldsmobile For Color 'Spectaculars'

SIGNING of the Oldsmobile Div. of General Motors Corp., Lansing, Mich., as the first sponsor for one of NBC-TV's series of color "spectaculars" was announced last week. The business was said to amount to $3.6 million in gross billings.

In a joint announcement from J. F. Wolfram, vice president of the General Motors Corp. and general manager of the Oldsmobile Div., and George H. Frey, NBC-TV vice president in charge of sales, it was stated that Oldsmobile will sponsor a complete series of 13 "spectaculars" to be carried over NBC-TV every fourth Saturday from 9-10:30 p.m. EST, starting Sept. 25.

The program will be produced by Max Lieb-

LOUD SPEAKERS AND CABINETS
GATES - HOUSTON
2700 Polk Ave.
Tel. Atwood 8536

man, for five years producer of NBC-TV's *Your Show of Shows,* and will feature outstanding personalities in the entertainment field. It will be presented in RCA compatible color, and will be viewable on black-and-white sets.

The Oldsmobile order was placed through D. P. Brother & Co., Detroit. Robert H. White is the NBC-TV account executive.

U. S. Tobacco, NBC Negotiate For Two Daytime Shows

U. S. TOBACCO CO., New York, and NBC-TV have resumed their contractual friendship with negotiations for participations on two daytime shows, after a long period of U. S. Tobacco unhappiness over the network's notice of eviction of the tobacco company's *Martin Kane* show from the Thursday 10-10:30 p.m. spot to make way for Lever's *Lux Theatre.*

NBC-TV offered U. S. Tobacco Co. participation sponsorship on *Today,* 7-9 a.m. daily strip, and on *Home* 11-12 noon strip. The actual length of contract has not been determined.

In effect, with the temporary dropping of *Martin Kane,* U. S. Tobacco Co.'s television budget will be cut in half. Last year the firm spent about $2 million in time and talent, and it expects to spend about $1 million for participations on both morning shows, it was understood.

Kudner Agency, New York, is agency for U. S. Tobacco.

ABC-AM-TV Makes Bid For 'Voice of Firestone'

IN AN EFFORT to acquire the *Voice of Firestone* radio and television program for ABC Radio and ABC-TV, the network last week offered to have the show originate from the Paramount Theatre in New York, which seats 3,664 persons. The *Voice of Firestone* show has been on NBC Radio for 25 years and NBC-TV five years, but will end its cycle there today (Monday).

Robert M. Weitman, vice president in charge of programming and talent for ABC, pointed out that if the Firestone Tire & Rubber Co. accepts ABC's offer, it could continue its radio and tv program without interruption in the Monday 8:30-9 p.m. EDT spot, starting June 14. The Paramount Theatre and ABC both are affiliates of the parent company, American Broadcasting-Paramount Theatres Inc.

HOW MUCH For LIBEL or SLANDER ?

BEST ANSWER— OUR UNIQUE SPECIAL INSURANCE Covering this and related hazards—it's surprisingly INEXPENSIVE

WRITE FOR DETAILS AND RATES

EMPLOYERS REINSURANCE CORPORATION

INSURANCE EXCHANGE

KANSAS CITY, MISSOURI

Advance Schedule Of Network Color Shows

CBS-TV

The New Revue every Friday, 5:30-6 p.m. (sustaining).

NBC-TV

June 7-9: *Bride & Groom,* 12 noon-12:15 p.m. EDT (Andrew Jergens through Robert W. Orr & Assoc.)

Following is a list of mobile unit segments to be shown on *Home* and *Today* shows on days indicated:

June 9-10: St. Louis, Mo., at the Busch Estate

June 16-17: Milwaukee, Whitmall Park

June 23: Chicago

June 29: Ohio State Penitentiary

July 1: Columbus, Ohio, Governor's Mansion

July 8-9: Cleveland (*Home* only)

July 15-16: Ft. Belvoir, Washington, D. C.

July 22-23: Ft. McHenry, Baltimore and B & O Roundhouse

July 29-30: Philadelphia Rookie Firemen and Philadelphia Art Museum

August 6-7: Boston

August 12-13: New York

[Note: This schedule will be corrected to press time of each issue of B-T]

Columbia Pacific Cites Public Service Record

A REPORT on the activities of Columbia Pacific Radio Network's Hollywood public affairs division, submitted by director Dave Showalter, reveals CPRN in 1953 presented 56 hour-long, 240 half-hour, 68 quarter-hour and 52 five-minute public service programs. The report said that KNX Hollywood alone carried 2,034 public service spot announcements.

Among programs were the *Sunday at Idlewyld* series, starring folk singers Marais and Miranda; *Sighted Sub-Boarded Same,* a taped broadcast by Mr. Showalter on the submarine U.S.S. Menhaden beneath the Pacific Ocean; *Warning Red,* a broadcast of a simulated air raid on San Francisco; *Western Holiday,* from the Seattle Sea Fair; and a series on Death Valley.

The CPRN public affairs department also originated *Boy Scout Jamboree—1953* and the annual Hollywood Bowl Easter sunrise services for the entire CBS Radio network.

Signs Golf Show

KELLY-SPRINGFIELD Tire Co., Cumberland, Md., will make its entry into network television June 19 with sponsorship of 5-6 p.m. (EDT) portion of NBC-TV's coverage on that date of the finals of the National Open Golf Championship at Baltusrol, N. J., from 4-6 p.m. Agency: Compton Adv., N. Y.

'Today' Reaches California

NBC-TV's *Today* program will be shown coast-to-coast starting Sept. 27, when it will be presented in California on KNBH (TV) Los Angeles, KRON-TV San Francisco and KFSD-TV San Diego, the network announced last week. The program, which is carried in the East and the Midwest on weekdays, 7-9 a.m. EDT and CDT, will be presented in California, 8-9 a.m. PST. It will be a recorded repeat of the 8-9 a.m. EDT segment, plus Pacific local and regional features. The program currently is viewed by about 3.6 million people and it is estimated that it will become available to 3,412,000 homes in California, NBC said.

ABC Radio Expands Music-News Format

ABC RADIO's plan to emphasize music and news in weekend and nighttime programming was to be expanded this week with the addition of three programs fitting into this format.

Effective yesterday (Sunday), ABC Radio began presentation of *Jimmy Nelson's Highway Frolics* (Sun., 5:05-6 p.m. EDT), consisting of recordings, national weather reports, late sports news and travel hints. The network was to launch today (Monday) *Sammy Kaye's Serenade Room* (Mon.-Wed.-Thurs., 9-9:25 p.m. EDT) and next Sunday will present *Sammy Kaye's Sunday Serenade* (Sun., 3:05-3:30 p.m. EDT).

The first step in ABC Radio's plan to stress

save on your Transcription Library!

Buy and own your own library outright. Available either as a complete basic or your own selection of a partial . . .

on our new

low cost family plan!

Send for details and rates

STANDARD RADIO TRANSCRIPTION SERVICES, INC.

360 N. Michigan Ave., Chicago 1, Ill.

music and news was the *Just Easy With Jack Gregson* program, started on May 3, and consisting of 4¾ hours of programming weekly. This was followed by *Admiral Weekend News,* comprising 22 five-minute broadcasts from 9 a.m. to 11 p.m. EDT, on Saturday and Sunday, starting May 29.

NETWORK PEOPLE

Gilbert Fall, account executive, KPTV (TV) Portland, Ore., to NBC film div., Hollywood, in similar duties for Rocky Mountain area.

Art Paterson, reporter CBS Radio Public Affairs, to CBS-TV Newsfilm Syndication as an editor-writer.

Richard V. Jolliffe, Pacific Coast sales service manager, CPRN Hollywood, promoted to account executive. **Arthur Sawyer,** assistant sales promotion manager, CPRN Hollywood, succeeds Mr. Jolliffe.

Jack LaFrande, writer-director, MBS *Chicago Theatre of the Air,* assigned to write scripts for *Traitorous Hero* series.

Susan Douglas of CBS-TV's daytime drama, *Guiding Light,* mother of son, Christopher, May 26.

William Koblenzer, eastern sales manager, DuMont Tv Network, father of girl, Amy Elsa, May 26.

Sarah Berle, 77, mother of radio and tv comedian Milton Berle, died May 31.

BMI
"Pin Up" Hit
THE MAN UPSTAIRS
RECORDED BY
KAY STARR.....Capitol
DICK TODD.....Decca
COWBOY COPAS.....King
HOLLY NUTTER.....Jubilee
PUBLISHED BY
VESTA MUSIC CORP.
BROADCAST MUSIC, INC.
580 FIFTH AVE., NEW YORK 36
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Engstrom Emphasizes Color Significance

RCA Labs executive vice president, speaking as head of the New Jersey Commission on Educational Tv, cites significance of color tv to communications in talk at Rutgers U. conference.

COLOR TELEVISION is "potentially the most significant advance so far achieved in the entire history of communications," Dr. E. W. Engstrom, executive vice president, RCA Labs, said Thursday in an address to the sixth annual business conference at Rutgers U. He stressed the cultural and social as well as the commercial advantages that color tv will foster.

Speaking as chairman of the New Jersey Commission on Educational Television, Dr. Engstrom recounted the story of research on the effective use of tv in the classroom which was pioneered in New Jersey under the direction of the State Department of Education, using studio space provided by Rutgers and microwaving the experimental programs to a few schools.

Dr. Engstrom said the commission he heads had "recommended that this research be continued and expanded. The commission was convinced that the state of New Jersey had an obligation to conduct work and to take an active part in the establishment of the best practices for utilizing television in education." He noted, however, that "with the change in administration at the State House at the beginning of this year, the climate for this research project changed. As I understand the situation, it is not now considered appropriate to expend state funds in the conduct of a research program to obtain answers on how best to utilize television in education. Thus, the research program has been discontinued, the equipment dismantled and progress is at a standstill."

Financing Problem

The problem of financing educational tv in black-and-white has been "so engrossing," he said, that "inherently more costly programming in color has not yet had a chance to show its worth in the educational field. Yet the advantages of color are expected to be as great or greater in this field as any other."

Color tv, Dr. Engstrom stated, adds more than just hues to a viewing screen. "It adds immeasurably to the power of broadcasting as a force for social and educational advancement. It is vastly more than something pleasant to see. Color television brings new lustre to the entertainment arts. It opens unlimited new creative possibilities in advertising and merchandising. In color, a tv screen sparkles with an unimaginable life-like quality, with greater depth and clarity than were ever possible with black-and-white reception."

Chicago Hi-Fi Show Planned

DISTRIBUTORS and dealers from 34 states have indicated they plan to attend the 1954 High Fidelity Show at the Palmer House in Chicago Sept. 30-Oct. 2, according to the International Sight & Sound Exposition, sponsor of the event.

Contracts have been received from 73 companies which will occupy 90 display rooms.

PROF. Ernest O. Lawrence, Nobel prize-winning physicist, shows a version of the Lawrence color tv tube at the West Coast development laboratory of Chromatic Tv Labs. Chromatic, development and licensing organization for the tube, is owned jointly by Paramount Pictures Corp. and Gaither & Co. (Prof. Lawrence and H. Rowan Gaither Jr.), San Francisco.

$500 COLOR SETS IN 1955—BALABAN

Paramount Pictures head predicts a 21-inch color tv set for $500 before the end of 1955. He reports on ITC 'pay-see' tv.

BELIEF that 21-inch color television sets will be selling for "around $500" before the end of 1955 was voiced last week by Barney Balaban, president of Paramount Pictures Corp., at the annual stockholders meeting in New York.

In offering this opinion, Mr. Balaban declared that prices currently being quoted for color tv sets "have no relationship to the mass product in prospect for the near future." He said that as soon as "one enterprising manufacturer offers the public a 21-inch or 24-inch receiver at a cost substantially below present quotations," the market will perk up, and other manufacturers will "hop on the color bandwagon."

To support his assertion, Mr. Balaban said that Chromatic Television Labs Inc., subsidiary of Paramount Pictures, has developed the Lawrence color television tubes in 21-inch and 24-inch sizes. He added that the public is "confused" in thinking that color tv pictures are limited to 12½-inch or 15-inch picture tubes.

Mr. Balaban noted that another of the corporation's affiliates, the International Telemeter Corp., conducted experiments at Palm Springs, Calif., in "pay-as-you-see" television operations during the past winter. He said the experiments "clearly established the technical proficiency of the system and the willingness of the public to pay for quality television entertainment in their homes." He reported that the Palm Springs

WATCH ANNOUNCEMENT OF *NEW* RAYMOND MASSEY SERIES JUNE 14
imperial WORLD films, inc.
CHICAGO, ILL.

Stromberg Has Color

FIRST Stromberg-Carlson Co. production model color television set, which will retail for $995, came off the assembly line last week, according to C. J. Hunt, general manager of the radio-television division. The set is part of a first run that will total 50, Mr. Hunt said, adding that all have been ordered and will be delivered within 10 days. Presently there are 35 employes working on color television production work, and this crew, Mr. Hunt said, will provide the nucleus for the full staff on production of color tv sets.

programs were suspended May 15 at the end of the resort season, and will be resumed Oct. 15.

ITC also has made "important scientific contributions" in the development of "electronic memory" devices, Mr. Balaban said. He announced that Telemeter has research contracts with the Office of Naval Research, with the Lincoln Lab., operated by the Massachusetts Institute of Technology under the Air Force contract, and a supply contract with the Rand Corp., research agency for the Air Force.

Mr. Balaban reported that net earnings for Paramount Pictures and subsidiaries for the first quarter ended April 3 were $1,404,000 as compared with $1,374,000 for the corresponding period of 1953. Consolidated earnings for the first quarter, Mr. Balaban said, were 63 cents per share as against 59 cents per share for the quarter ended April 4, 1953.

RCA Splits Radio, Tv Into Two Divisions

ESTABLISHMENT of two separate divisions—one for the manufacture and sale of RCA Victor home television receivers and another for radios and "Victrola" phonographs—was announced last week by Joseph B. Elliott, executive vice president for consumer products, RCA. Both of these product activities formerly were incorporated in the RCA Victor Home Instrument Dept.

Simultaneously with the separation, Mr. Elliott announced that Henry G. Baker has been appointed vice president and general manager of the new RCA Victor Television Div. and James M. Toney, general manager of the newly-created RCA Victor Radio and Victrola Div. Their appointments took effect last Tuesday.

Mr. Elliott said the division of activities was dicated by a continuous expansion in the television, radio and phonograph fields. He predicted that within the next five years, the industry would produce about 10 million color tv sets and 21 million black-and-white sets, and that radio and phonograph production would continue at high levels.

Mr. Baker, who was promoted to his new post from that of general manager of the Home

MR. BAKER MR. TONEY

Instrument Dept. and vice president of RCA, joined the corporation in 1943 as a purchasing agent. He was named general sales manager of the department in 1946 and a vice president in 1949.

Mr. Toney formerly was director of distribution for consumer products, RCA. He joined the corporation in 1943 and has served as general merchandise manager of the RCA Victor Distributing Corp., advertising and sales promotion manager of the Home Instrument Dept. and as director of public relations for the RCA Victor Div.

Admiral Offer Gets Response

ADMIRAL Corp. has reported gratifying "initial response" to its offer of a $79.95 Apex vacuum cleaner with the purchase of every tv receiver or other appliance for $195.40 or more during its 20th anniversary celebration. Response was reported by W. C. Johnson, Admiral vice president for sales. All Admiral distributors are participating in the 60-day event, along with over 90% of its 33,000 dealers. One firm, Admiral Distributors Inc., Chicago, reported its highest tv sales of the year because of the offer. Offer is being made in newspaper ads and on Admiral programs over ABC Radio.

Emerson Distributor Meet

EMERSON Radio & Phonograph Corp., New York, will hold a three-day distributor convention on June 22-24 at The Lido in Lido Beach, L. I. It is expected to be attended by distributors from all parts of the U. S., Canada, Europe, South and Central America and the Caribbean Islands.

Emerson's Half-Year Report

CONSOLIDATED net profit of Emerson Radio & Phonograph Corp., New York, subsidiaries for the 26-week period ended May 1 was reported last week at $947,515, equal to 49 cents per share, as compared with $1,768,694, equal to 91 cents per share, for the similar period ended May 2, 1953. Consolidated net sales for the 26-week period ended May 1 was said to be $40,445,690 as against $39,925,745 for the like period ended May 2, 1953.

Dreg Detector

PHOTOTUBE designed to inspect soft drinks, medicines and other translucent fluids on the production line, reacting to even minute or transparent impurities that may be bottled inadvertently, previously available only on a custom-order basis, has been added to RCA's commercial line, Douglas Y. Smith, general marketing manager, has reported. The phototube (RCA-6405/1640) reacts only to pulses of light caused by particles in motion. As bottles pass the "eye" of the tube they are rotated swiftly and suddenly stopped, while a light is focussed on their swirling contents. Even a bit of transparent cellophane or glass will disturb the light beam sufficiently to cause the tube to react and to trigger an electronic reject system, RCA said.

Home Furnishings Show

LATEST MODELS of radio-tv receivers and allied equipment will be on display at the semi-annual International Home Furnishings Market, to be held in Chicago June 21-July 2. The show will be held at the Merchandise and Furniture Marts.

MANUFACTURING PEOPLE

A. C. Davis, divisional director, Cinema Engineering Co., Burbank, Calif., shifts to Falmouth, Mass., in June for three months, commuting to New Bedford headquarters of Aerovox to

Roy Thompson,

WITH 28 years . . .

RADIO experience and . . .

TRADE know how, operates . . .

ALTOONA's most community-conscious station . . .

. . . and from community service comes community interest in your product.

Represented by Robert Meeker Associates

ABC

The best way to sell the KANSAS FARM MARKET

use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW, WIBW-TV, KCKN

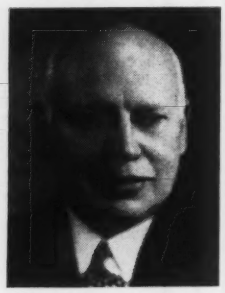
Rep. Capper Publications, Inc.

work on engineering research and development problems.

Ralph L. Weber appointed executive vice president; **Burt Anderson,** vice president in charge of sales, and **Fred R. Cooper,** vice president for engineering, Gramer Transformer Corp., Chicago.

Richard R. Averill, formerly with Avco Mfg. Co., to CBS-Columbia as a district manager covering New Orleans, Shreveport, Jackson, Birmingham, Mobile, Nashville and Chattanooga.

A. J. Kendrick, syndicated radio programs representative, RCA Victor, appointed eastern manager, commercial music div., Magnecord Inc. Chicago.



MR. KENDRICK

James R. Butler, formerly with Raytheon Mfg. Co., appointed director of advertising and sales promotion, Magnecord Inc.

Ricardo Muniz, formerly with DuMont Labs, named manager of operations, new Canadian Westinghouse Co. Ltd., radio and tv receiver factory, Brantford, Ontario.

MANUFACTURING SHORTS

Radio Corp. of America (RCA Victor Div.), Washington, announces MI-27132 low pass filter, suitable for standard 19" rack mountaing. It will be connected in the video input line of the visual transmitter. All stations using RCA transmitters will require this filter by July 1, 1954 to meet FCC requirements, according to RCA's understanding. All RCA drivers or complete transmitters which were shipped on or after July 1, 1953 will receive the filter at no additional charge. Filter price is $525; deliveries start this month. **Radio Corp. of America** (Engineering Products Div.), Camden, N. J., announces 144-page catalog, designated form 2J8930, describing broadcast audio equipment. Available to broadcasters who address the division on broadcast station letterheads.

Sarkes Tarzian Inc., Bloomington, Ind., reported that its Rectifier div. has notified its distributors and dealers that the company will pay a "fair price" for defective rectifiers as a means of securing selenium. The metal is said to be in short supply at present because of military requirements.

Boonton Radio Corp., Boonton, N. J., announces new coupling unit, type 564-A, which permits coupling of an external oscillator into new type 260-A Q meter for Q measurements in audio and supersonic frequency ranges.

Seletron & Germanium Div., Radio Receptor Co., N. Y., announces Bulletin No. 177, a 24-page catalog describing Seletron selenium rectifiers—both radio and industrial types. Available on request to sales dept., 251 W. 19th St., New York 11.

Astron Corp., E. Newark, N. J., announces publication of 48-page capacitor catalog showing latest available types, complete listings, and technical data on electrolytic, paper-foil and metallized-paper capacitors. Copies are available by writing on company letterhead to Astron Corp., 255 Grant Ave., E. Newark, N. J.

Thordarson-Meissner, Mt. Carmel, Ill. (coils and transformers), announces for free distribution, Thordarson catalog 400-L, covering its line of transformers and reactors and featuring new, complete television replacement section, new output transformer chart and complete cross-reference. This may be obtained from the company at Seventh and Bellmont, Mt. Carmel, Ill.

RCA Information Department has published a 36-page brochure, illustrated in full color, which shows the history of the development of color tv, an explanation of how it works and a list of "firsts" in color tv, among other items of interest.

Television Specialty Co., N. Y., announced last week it can make available to rear screen projection users a new Slide Background Service designed to provide "convenient and inexpensive slides for use in rear screen projection." The company also reported it has shipped rear screen projector packages to WBEN-TV Buffalo, KMBT-TV Beaumont, Tex., and KTEN (TV) Ada, Okla.

Jerrold Electronics Corp., Phila., has issued a 32-page, illustrated Specifications Book covering planning of tv distribution systems, used by community television systems, apartment houses, office buildings, etc. Free copies are available to interested persons who write on their letterheads to Jerrold at 26th & Dickinson Sts., Philadelphia 46, Pa.

PULSE
OF SYRACUSE
February, 1954
shows overwhelming leadership in this 5-station market for
WSYR
★
of 72 15-min. periods
6 a.m. to midnight
WSYR 1st in 54
WSYR 2nd in 18
72
WSYR RACUSE
570 KC
NBC Affiliate In Central New York

Calif. AP Group Honors State's Radio-Tv Shows

TWENTY-ONE radio and television programs originating in California stations served by the Associated Press in 1953 were honored in the Second Annual California Associated Press Radio Assn. Awards. The awards were presented in San Francisco at a special awards luncheon by Ray Spangler, publisher of the *Redwood City* (Calif.) *Tribune*, a director of the AP. Winners were:

TELEVISION

Best Local Tv News Show: (1) KFMB-TV San Diego, *KFMB-TV Newsreel;* (2) KGO-TV San Francisco, *Report to the People* with Gov. Earl Warren.

Best Special Events: (1) KFMB-TV, "Birth of a Baby"; (2) KABC-TV Hollywood, "Senator Taft Death Roundup"; (3) KGO-TV, "Cerebral Palsy Telethon."

RADIO

Best Local News Show (Non-metropolitan): (1) KPRL Paso Robles, *Local News in Review.*

Best Local News Show (Metropolitan): (1) KHJ Los Angeles, *Frank Hemingway and the News;* (2) KFMB San Diego, *Harold Keen and the News;* (3) KLX Oakland, John K. Chapel.

Best Local Sports Show: (1) KNBC San Francisco, *Hal Wolfe Sports Show;* KCBS San Francisco, *Looking Them Over* with Carroll Hansen, a first place tie; (2) KABC Los Angeles, *Play Ball.*

Best Documentary or Special Event: (1) KCBS, "Behind This Door"; (2) KFMB, "Paul White on the Melhorn Case"; (3) KNX Los Angeles, "Troubled Air."

Best Local Farm News Program: (1) KNBC *Farm Review* with Henry Schact; (2) KCBS, Gordon Roth; (3) KLX, Bert Buzzini.

Best Local Commentary: (1) KNBC, Bill Guyman; (2) KABC, "Robert Taft"; (3) KFI Los Angeles, *KFI Calling.*

Father's Day Awards

RADIO and television personalities were presented with seven of 12 awards made in New York last fortnight by the 1954 National Father's Day committee in observance of Father's Day, June 20. Winners included Herb Shriner, CBS-TV, "Television Father of the Year"; Peter Lind Hayes and Mary Healy, CBS Radio, "Husband and Wife of the Year"; Roy Rogers, NBC-TV, "Screen Father of the Year"; Lowell Thomas, CBS Radio, "Radio Father of the Year"; Arlene Francis, personality on CBS-TV, NBC-TV and ABC-TV, "Father's Favorite Female"; Eddie Fisher, NBC-TV, singer of the famous father-son, "Oh, My Papa," and Brandon de Wilde, ABC-TV, "Boy in the 1954 Father and Son Good Citizenship Code."

In Recognition . . .

WPTZ (TV) Philadelphia received a framed scroll, said to be the first official commendation ever given to a radio or tv station by the

LOUD SPEAKERS AND CABINETS
GATES-QUINCY, ILL.
123 Hampshire St.
Tel. 8202

Philadelphia Council of Churches, for "exceptional technical skill, extraordinary sensitivity to religious elements and complete cooperation of all station personnel."

WHIO-TV Dayton received a Certificate of Merit from the Armed Forces for effort in entertaining troops overseas during 1953. **Robert H. Moody,** general manager, WHIO-AM-TV accepted the award on behalf of the station.

KWSO Wasco, Calif., received honorary life membership in Richland, Calif., Parent-Teachers Assn., for station's "high quality of programs, both for adults and children" and "ever-readiness to promote all youth activities in our community." **Robert Bann,** program director, accepted for station.

Russ Coglin, disc m.c., KROW Oakland, Calif., received an award from Disabled American Veterans for "unselfish efforts and the giving of his time to better the cause of the disabled veteran."

Steve Allison, late-night commentator, WPEN Philadelphia, presented a citation by Mayor Joseph S. Clark, that city, in recognition of ". . . outstanding service to the community through his continued successful efforts to promote the intelligent discussion of civic issues. . . ." The citation was presented at testimonial luncheon before 150 city officials.

Keith H. Remy, agricultural journalism junior, Iowa State College, awarded 1954 WMT (Cedar Rapids, Iowa) Farm Radio Scholarship in recognition of his having won in the annual $1,000 scholarship competition.

Rege Cordic, host of WWSW Pittsburgh's *Cordic & Company* program (Mon.-Sat., 6-9:30 a.m.), honored by Junior Achievement of Pittsburgh Inc., at annual Future Unlimited banquet and presented organization's 1954 achievement award for "inspiration to youth in the field of entertainment," according to WWSW.

Cpl. Lee W. Kinard, formerly program director, WABZ Albemarle, N. C., awarded certificate of achievement by Lt. Gen. Alexander R. Bolling, Third Army Commander, for role in Exercise "Flash Burn," in which Cpl. Kinard directed filming, processing, editing and narrating of daily 10-minute film of maneuver activities.

PLAQUE for most distinguished use of match book advertising in radio-tv station field is presented to Gayle V. Grubb (r), vice president-managing director of WJBK-AM-FM-TV Detroit, by Bill Power, advertising manager of Chevrolet and president of Detroit's Adcraft Club. Contest was sponsored by Match Industry Information Bureau.

WINNERS of all prizes in the annual film contest of the Baltimore Press Photographers Assn. are these three newsreel cameramen of WMAR-TV Baltimore, receiving congratulations of station director E. K. Jett (2d r). They are (l to r): Carroll Hebbel, third prize-honorable mention; Charles Purcell, first prize and honorable mention, and Edmund Eisenmeier, second prize. Winning films were used on *Sunpapers Television Newsreel*, which has been on the air since 1947.

Jimmy Shearer, owner-operator, WHBI Newark, N. J., recipient of *Tv Guide* gold medal award in recognition of his *Songs of Today and Yesterday* program, shown Sundays on WFTL-TV Ft. Lauderdale.

Awards for improvements in Canadian broadcasting have been made to Canadian stations by the trade paper, *Canadian Broadcaster & Telescreen,* Toronto. Winners were CFQC Saskatoon for its news and editorial presentations; CHOK Sarnia, for its community work following the May 21, 1953, tornado, which destroyed part of the city; CJRW Summerside, for its programming activities; CKBB Barrie, for its efforts to obtain better rights for radio and newspaper reporters; jointly to CJOC Lethbridge, CKWX Vancouver, and CJCA Edmonton, for coverage of farm news at Royal Winter Fair, Toronto.

ABC Radio's *Greatest Story Ever Told* program received double honors from 10th district PTA of California Congress of Parents and Teachers, Los Angeles, as best children's entertainment and best spiritual education program on the air.

A scroll commending WBAL-TV Baltimore disc jockey Al Ross for his Saturday television program *Teen Canteen* has been presented to him by the Radio and Television Guild of Maryland U. As guest of honor at a banquet given by the guild, Mr. Ross was cited for his meritorious service to teen-agers in the Baltimore area.

WCCO Minneapolis-St. Paul radio personalities and programs won six "Awards for Excellence" in competition sponsored jointly by the Minneapolis Advertising Club and the Twin City AFTRA local. The winners, selected for outstanding work during the past 12 months, were: Dr. E. W. Ziebarth, best news commentator; Bob DeHaven, best master of ceremonies; Jeanne Arland, best woman performer; Joyce Lamont, best woman commercial announcer; Gordon Eaton, best man announcer; and *Saturday Night Party*, best hillbilly-western show.

THE LATEST WCKY STORY

82% of Cincinnati's Big "Out of Home" Audience *listen to WCKY*

In 504 quarter hours weekly

(6 am to midnight — 7 days a week)

1st Place Rating

WCKY——412

All Four Network Stations *Combined*——170

Get this big "PLUS" This Summer

WCKY

IAAB UNIT AIDS PRESS RADIO FREEDOM

Inter-American broadcasters group is told that IAAB's Liberty of Information Committee foiled attempts to suppress radio-press freedom in some Latin American nations.

ATTEMPTS to suppress freedom of radio and press in a number of Latin American nations have been thwarted by the Liberty of Information Committee, Inter-American Assn. of Broadcasters, the IAAB board was told at its biennial meeting, held May 28-30 at Chicago. Emilio Azcarraga, XEW-AM-TV Mexico City, IAAB president, presided at the meeting.

Currently the committee is working with Guatemalan officials and broadcasters to maintain free radio and press in that nation, where the political situation is fluid. In Ecuador the committee persuaded President Iberra to restore normal operation of Radio Quito and the newspaper *El Commercio*.

The Swiss government has dropped its demand for broadcast fees to cover the world soccer championship games this month, providing free access to radio stations of the world, the IAAB board was told by its committee, which obtained the reversal of policy.

Members of the information group are Fernando Eleta, Panama, chairman; Eduardo Hector Alonzo, Cuba; Julio Carrasco, Chile; Gilmore N. Nunn, WLAP Lexington, Ky. Jules Dubois, Panama, is chairman of the Inter-American Press Assn. sister committee on freedom of information.

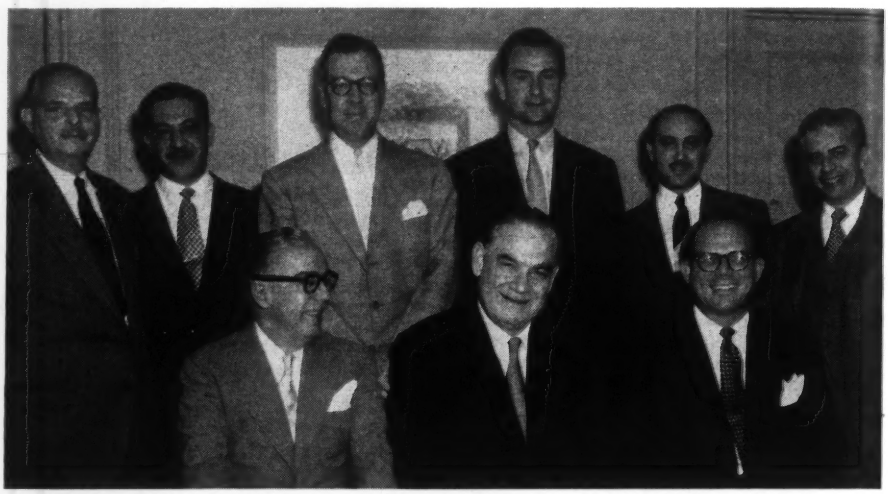
Mr. Nunn was appointed by the IAAB board as permanent delegate to the UN, of which IAAB is a member, and Adrian Lajous, Mexico, was appointed alternate. UN invited the association to become a full-fledged member in action taken last year.

The Liberty of Information Committee was organized in early 1953 as a result of the Panama Doctrine, drafted and adopted jointly by the IAAB board and IAPA. The doctrine was a declaration of mutual support and cooperation between the hemispheric radio and press associations. The IAAB committee activity against censorship included successful efforts in Cuba and Bolivia as well as Ecuador.

At its biennial meeting the board reviewed a plan of cooperation with the UN Office of Information, including rebroadcast of a daily five-minute UN newscast fed by shortwave, and set up an information exchange method for publications. A general conference on unification of hemispheric radio laws was authorized as well as a conference looking toward a campaign to tell the masses about the values of freedom of information. A study will be made of radio-tv scholarship grants. Lincoln Institute, New York, grants five scholarships to IAAB selectees.

The board voted to redraft its code of ethics in accord with a similar UN code. It decided to enlarge the bi-monthly bulletin sent to 3,000 Central and South American broadcasters and to organize a Central American Broadcasters Assn. The 1955 IAAB General Assembly will be held next February in Vina Delmar, Chile. Review of the IAAB financial picture and membership showed continuing growth and a growing record of achievements.

Attending the meeting besides President Azcarraga and Messrs. Nunn and Eleta, were Ramon Quinones, WAPA-AM-TV San Juan, P. R.; Felix Cardona, Ondas Populares, Caracao, Venezuela; Jose Luis Fernandez, Mexico City; Goar Mestre, CMQ-AM-TV Havana and Dr. Ramon Bonachea, Havana.



BIENNIAL MEETING of the board of Inter-American Assn. of Broadcasters was held May 28-30 in Chicago. Taking part were (l to r): seated, Ramon Quinones, WAPA-AM-TV San Juan, P. R.; Emilio Azcarraga, XEW-AM-TV Mexico City, president; Goar Mestre, CMQ-AM-TV Havana, ex-president; standing, Ramon Bonachea, Havana, ex-director general; Jose Luis Fernandez, Mexico City, director general; Gilmore N. Nunn, WLAP Lexington, Ky., U. S. member; Fernanda Eleta, RPC Network, Panama; Felix Cardona, Ondas Populares, Caracao, Venezuela, and A. M. Martinez, Caribbean Network, ex-vice president.

Heads Toronto Ad Club

ANDY A. McDERMOTT, general manager of Radio & Television Sales Inc., Toronto, station representative, was elected president of the Advertising & Sales Club of Toronto, first radio man to head the 850-member group, largest of its kind in the British Commonwealth. Other radio personalities elected to the board for 1954-55 were Norman D. Brown, Radio Time Sales (Ontario) Ltd., Walter E. Elliott, Elliott-Haynes Ltd.; and Duncan McInnes, McCann-Erickson Inc., all of Toronto.

British 'Are There'

BRITISH counterpart of CBS-TV's *You Are There* program, which recreates great moments in history, has been launched in Britain by BBC. The first program, "The Charge of the Light Brigade," was performed recently by British actors, and was based on an original script prepared by BBC. As with CBS-TV's presentation, the BBC version is handled with a group of commentators acting as reporters on each show.

Reach this central Missouri market with 186,323 radio families * and a consumer income of $698,285,000*, in a thirty county, four city, ½ mv area covered by KFAL.

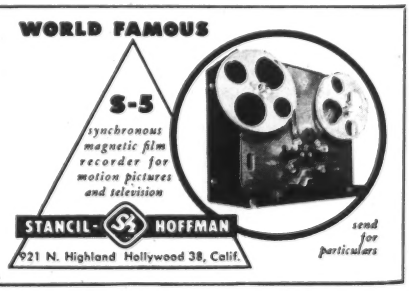
* SRDS and Sales Management Survey

Write today for particulars!

K F A L

900 Kc 1,000 Watts

FULTON, MISSOURI



U. S. Tv Programs Top List in Canada

AMERICAN tv network and film shows have gained top popularity in Canada's most heavily congested tv receiver area, southern Ontario. Of 10 top shows on CBLT (TV) **CANADA** Toronto, the only Canadian show was tenth. Practically all top shows on other CBC tv stations at Montreal, Ottawa and Vancouver were also of U. S. origin.

On CBLT Toronto most popular shows in May, according to Elliott-Haynes Ltd., Toronto, monthly "Teleratings" report, were *Jackie Gleason* with rating of 59.1, *Toast of the Town* 37.4, *Liberace* 36.6, *Our Miss Brooks* 32.1, *Four Star Playhouse* 31.1, *Times Square Playhouse* 30.8, *Milton Berle* 30.4, *Dennis Day* 30, *Dave Garroway* 29.5 and *Holiday Ranch* 29.4 (Canadian).

Percentage of audience viewing WBEN-TV Buffalo is gradually diminishing as more U. S. shows are seen locally in Toronto. Top five shows for Canadian audience on WBEN-TV were *Dragnet* 63.6, *Arthur Godfrey* 62.9, *Four Star Playhouse* 59.8, *Ford Theatre* 56.9 and *Kraft Theatre* 56.8.

On CBMT (TV) Montreal (English) leading shows were *Ford Theatre* 87, *Toast of the Town* 80.7, *Jackie Gleason* 79.7, *Douglas Fairbanks Presents* 79.6 (British) and *CBC Theatre* 79.4 (Canadian). CBUT (TV) Vancouver, which has competition from nearby U. S. stations, had these leading shows in May: *Your Hit Parade* 44.9, *Studio One* 44.8, *Hollywood Pro Wrestling* 43.4, *CBC Theatre* 41.4 (Canadian) and *Dave Garroway* 40.3.

Hungarian Tv Advent Described by Press

ADVENT of television broadcasting in Red-satellite Hungary earlier this year is recounted in the June issue of *Free Europe Press*. Quoting from an article Jan. 20 in *Beke es* **HUNGARY** *Szabadsag* (Budapest), the U. S. publication said the "experimental show presented, to an invitation audience, the following program: A scene from the Budapest meeting of the World Council of Peace; a combine reaping near the city of Kunszentmarton; Paul Ulicska, the Stakhanovist Brigade leader of the Lorinci Hengermy Plant; the pupils of the girls' high school in Szekesfehervar writing a letter to Paul Robeson."

Pointing out that local tv sets will be manufactured by the Orion Plant in 1955, the article was described by *Free Europe Press* as trying "to dispel some of the 'popular misconceptions' about television, assuring readers that television has nothing to do with X-ray; that the receiver does not shoot invisible rays at the spectators; no television sickness or television poisoning of any kind exists; the television receiver can give only the program of the studio and cannot be 'directed' to a certain theatre performance or sports match, and finally, nobody in bed can see what the weather is like out of doors with the help of tv."

CHNS

The Shortest Route To Results in This Area Is Via

HALIFAX NOVA SCOTIA

Maritimes Busiest Station

Contact

JOS. WEED & CO.

350 Madison Ave., New York

5000 WATTS

Mexican Network Cites Benefits of Tape

ADVERTISING costs on Mexican stations have been cut 70% by the introduction of magnetic tape recording, according to Clemente Serna Martinez, president and general manager of Radio Programas de Mexico, which claims to be the largest network in the Republic.

"For example," Mr. Martinez said, "an hour show recorded on discs in 1941 cost us 30 pesos ($3.50 U. S.). The cost now on **MEXICO** tape is about 3½ pesos (40 cents U.S.). As a result, clients are investing the money they save in additional advertising, which obviously is better for everyone."

Founded in 1941 with two stations, Radio Programas has grown to 95 affiliates under the direction of the 45-year-old Mr. Martinez. The network records about 3,000 hours monthly, representing about 70% of its total air time. Of the 3,000 hours, 75% is on tape, the balance on discs.

"As soon as we can get proper tape playback equipment in some of the affiliated stations, we expect to use tape for 94% of our recordings," Mr. Martinez said. "We find tape is cheaper, faster and easier to handle than discs, cuts space and mailing charges in half, gives a higher quality of reproduction and can be re-used indefinitely."

Radio Programas uses an Ampex high speed tape duplication system to process the 170,000 ft. of tape per day which is distributed to its affiliated stations by airmail, regular mail or bus.

Aside from the tape network, Radio Programas also operates Cadena Azul (Blue Network) which broadcasts three hours daily to 20 stations that can be reached by telephone lines. The other 75 affiliates can be reached only by radio-telephone and get all program recordings by mail.

However, Mr. Martinez said, recordings actually serve the network's purposes better than direct broadcasting over phone lines, from the standpoints of both economy and quality.

Fenton to CARTB Post

CHARLES W. FENTON has been appointed sales director of the Canadian Assn. of Radio & Television Broadcasters, and will make his headquarters at Toronto. Miss **CANADA** Joan Ste. Croix has been moved from the Ottawa headquarters of CARTB to the Toronto office, to handle all research activities for French-language sales.

The new sales director, succeeding Pat Freeman who resigned recently [B•T, April 19], has had wide sales experience throughout Canada, and three years in a Canadian advertising agency. He was selected after an intensive search and screening by an executive consultant and placement firm. He is a war veteran, having served with the Royal Canadian Air Force.

Radio Success Story Cited for Germany

THE RADIO success story, common to broadcasters in the U. S., is compiling a record overseas, according to Voice of America.

The Voice's station in Berlin, RIAS (Radio in American Sector), has succeeded during the past year in contacting hundreds of **BERLIN** missing persons, many of them children, in Soviet-dominated central Europe.

Search announcements made on RIAS apparently are getting through. This was pointed up in a German Red Cross report for the year ending last April 1, VOA noted. The agency said that the effectiveness of RIAS with such announcements beamed to the Iron Curtain was particularly noteworthy because of "intensified Communist jamming." RIAS, which has been operating since 1946 from the western sector of Berlin, began broadcasting to the East Zone at the time of the Berlin blockade of 1948. It broadcasts 22 hours daily with 300 kw.

MacDonald Heads BBM Post

CLYDE MacDONALD, account executive of Young & Rubicam Ltd., Toronto, has been appointed research director of Bureau of Broadcast Measurement, Toronto, co-**CANADA** operative organization of broadcasters, advertisers and advertising agencies, that conducts surveys on Canadian station coverage. The position of research director was created by a vote at the 1953 annual BBM meeting. Mr. MacDonald will not start his duties until later this summer.

WANT TO SELL CANADA?

One radio station covers 40% of Canada's retail sales

CFRB

TORONTO

50,000 WATTS, 1010 K.C.

CFRB covers over 1/5 the homes in Canada, covers the market area that accounts for 40% of the retail sales. That makes CFRB your No. 1 buy in Canada's No. 1 market.

REPRESENTATIVES

United States: Adam J. Young Jr., Incorporated

Canada: All-Canada Radio Facilities, Limited

FIVE NEW TVS UP FOR APPROVAL

CBC Board of Governors meets June 18 to hear five tv and six am applications.

FIRST MEETING of Canadian Broadcasting Corp.'s Board of Governors at St. Johns, Nfld., on June 18 at the Newfoundland Hotel, will hear applications for five new television stations and six new broadcasting stations for various parts of Canada.

CANADA

CJON St. Johns will apply for a tv station, Newfoundland's first, on ch. 2 with 1.06 kw video and .634 kw audio and an antenna 359 feet above average terrain.

Two tv bids at Moncton, N. B., will be heard, one from CKCW Moncton, for ch. 2 with 5 kw video and 3 kw audio and antenna 990 feet above average terrain, the other from Franklin & Herschorn Theatre Co. Ltd., for ch. 2 with 4.85 kw video and 2.42 kw audio and antenna 554.5 feet above average terrain.

CKX Brandon, Man., asks for ch. 5, 19.3 kw video and 9.65 kw audio, and antenna 259 feet above average terrain. CJIC Sault Ste. Marie, Ont., requests ch. 2 with 5.16 kw video, 2.58 kw audio, and antenna 249 feet above average terrain.

Applications for new am stations are from widely scattered spots in Canada. Two companies at Sault Ste. Marie, I. A. Vannini and J. L. Cohen, and C. P. Greco for Superior Radio-Tv Co., ask for 250 w on 1400 kc.

At Peace River, northern Alberta, W. P. Dunbeck for Peace River Broadcasting Corp. Ltd., asks 1 kw on 630 kc. At Galt, Ont., M. G. Spohn for Galt Broadcasting Co. Ltd., is asking 250 w on 1110 kc daytime. At Leamington, Ont., A. A. Bruner for Sun Parlor Broadcasters Ltd. (at the southernmost point in Canada), asks 1 kw on 710 kc daytime. F. V. Regan for London Broadcasters Ltd., is requesting 5 kw on 1290 kc at London, Ont.

With a power increase to 10 kw granted at the last CBC board meeting to CKVL Verdun, Que. [B•T, April 12], other broadcasters are asking similar increases. CJOC Lethbridge, Alta., requests a boost from 5 to 10 kw on 1220 kc, and CJBR Rimouski, Que., from 5 to 10 kw on 900 kc. Other power increases are asked by CKNW New Westminster, B. C., 1 to 5 kw on 1320 kc; CJVI Victoria, B. C., 1 to 5 kw on 900 kc; CHLO St. Thomas, Ont., 1 to 5 kw on 680 kc.; CHLN Three Rivers, Que., 1 to 5 kw on 550 kc.

Power increases by two tv stations not yet on the air are being asked by CHCT-TV Calgary on ch. 2 from 10.9 to 100 kw video with antenna 989 feet above average terrain, and by CFQC-TV Saskatoon from 35.8 to 100 kw on ch. 8 with directional antenna 866 feet above average terrain.

Applications also will be heard for a satellite transmitter of 250 w on 1400 kc by CJNB North Battleford, Sask., for location at Lloydminister, Sask., and for an fm station by CKDA Victoria, B. C., with 370 w on 98.5 mc. License for an emergency transmitter is being asked by CJMS Montreal. Requests for share transfers are being made by CKXL Calgary; CHUB Nanaimo, B. C.; CKOK Penticton, B. C.; CJAT Trail, B. C.; CKDM Dauphin, Man.; CFBC St. John, N. B.; CJON St. John, Nfld.; CJFX Antigonish, N. S.; CKBW Bridgewater, N. S.; CFJB Brampton, Ont.; CKOY Ottawa; CHUM Toronto; and CHRC Quebec. Change of corporate name is being asked by CKXL Calgary, and CKDA Victoria.

Test Starts on Proposed Link

PATH TESTING on the 1,200 mile route from Toronto to Winnipeg, via North Bay, has started for construction of a tv microwave link to Winnipeg. Bell Telephone of Canada will erect 45 microwave relay towers on the route, the largest part of which is through the sparsely inhabited bushland north of Lake Superior. The route will go from Toronto to North Bay, then via Cochrane, Hearst, Fort William, Dryden and Kenora to Winnipeg. There will be 36 towers on the section from North Bay to Winnipeg. The Fort William tower also will link CFPA-TV Port Arthur, with the network. Testing of the route will be done this summer and winter, with actual construction of the towers to start early next year.

CANADA

CHRL to 1 Kw, 910 Kc

CHRL Roberval, Que., began broadcasting last month with its new 1 kw transmitter on 910 kc. Advertising agency executives from Montreal and Quebec visited Roberval, which is on Lake St. John 200 miles north of Quebec City. The station formerly was on 1230 kc with 250 w.

CANADA

Radio Sets Report

FIRST 1954 tri-annual report on sets-in-use for Canadian radio stations shows an average of 29.8% of sets-in-use daytime and evening in five basic metropolitan test areas. Report issued by Elliott-Haynes Ltd., Toronto, shows January figure at 29.8%, February 30.6%, March 30.1%, and April 28.5%. Daytime average for each month was 27.6% for January, 28.1% February, 27.4% March, and 25.7% April, with average for four months of 27.2%. Evening program averages were 34.8% January, 36.2% February, 36.1% March, 34.5% April, with average of 35.4% for four months.

CHCH-TV Start Delayed; CFRN-TV, CFQC-TV Set Plans

CHCH-TV Hamilton, Ont., which was to have gone on the air May 23, has run into more technical difficulties, and will not be on the air until sometime in June. It will be the first independently-owned station to compete with a CBC TV outlet in Canda.

CANADA

CFRN-TV Edmonton, Alta., will be on the air sometime in September, according to owner Dick Rice. A delay in starting building operations was caused by a late spring break-up in northern Alberta.

CFQC-TV Saskatoon, Sask., is to go on the air also in September or early October. Building construction has been delayed by late spring in western Canada.

Ask CBC Liberalization

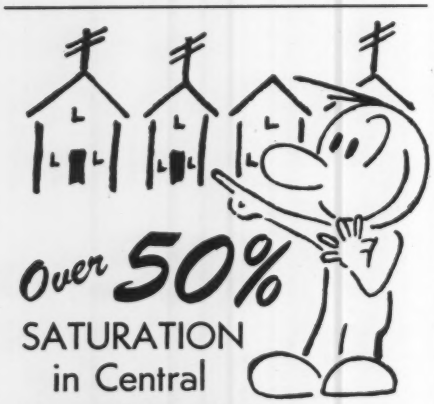
MORE privately-owned tv stations in major market areas and greater freedom for independent radio outlets have been urged of the Canadian government in a resolution by the Young Liberal Federation. The group is the junior branch of the Liberal Party, which is the Canadian government party. Although the younger group reflects the party's thinking, a similar resolution at last year's Liberal Party meeting at Ottawa, was prevented from reaching the convention by the Canadian Cabinet. The younger Liberal group feels that the Canadian government policy is too restrictive in areas serviced by the Canadian Broadcasting Corp.'s television stations. Government policy will at present allow no second station in such areas to compete with the CBC government-owned stations in major Canadian markets.

CANADA

Canadian Tv Set Sales Up

IN THE first four months of 1954 a total of 137,267 television receivers valued at $50,484,922 were sold in Canada, according to the Radio-Tv Mfrs. Assn. of Canada. This is an increase of 25,868 sets during April, and compares with 94,136 sets sold in the first four months of 1953. Half the four months total for 1954 was sold in Ontario.

CANADA



YES...5½ out of every 10 families within KTVH's .01 mv. signal own TV sets. KTVH advertisers enjoy a concentrated loyal viewing audience, established by well-planned promotional efforts and top programming.

See Your KTVH Sales Representative Today!

CHANNEL 12 — KTVH — HUTCHINSON · WICHITA — VHF 240,000 WATTS

CBS BASIC—DU MONT—ABC
REPRESENTED BY H-R TELEVISION, INC.
COVERS CENTRAL KANSAS

LOUD SPEAKERS AND CABINETS

GATES-LOSANGELES 7501 Sunset Blvd. Tel. Hollywood 2-6531

'BETTER MOUSETRAP'

THE OLD adage about a better mousetrap was proved again, literally this time, with help of KUAM Agana, Guam, the first commercial broadcasting station in the American Southwest Pacific. Titled *Swap Shop*, the program offers local non-commercial enterprises a chance to sell items by radio. When one enterprising fellow advertised a self-designed mousetrap, he was shortly forced to cancel out. The islanders had beaten a path to his doorstep and bought him out.

'MISS WASHINGTON' CONTEST

WWDC Washington is accepting entries for the "Miss Washington of 1954" beauty-talent contest, the 12th consecutive "Miss Washington" search conducted by that station, according to Ben Strouse, vice president-general manager. The winner, in addition to receiving numerous awards, will go to Atlantic City, N. J., as Washington's official entry in the Miss America Pageant, Sept. 6-11, where she will compete for the title of "Miss America" and $25,000 in scholarship awards. Since 1942, one "Miss Washington" has gone on to win "Miss America" honors, and sponsor WWDC hopes that 1954 will bring a repeat of that performance.

WINNER VISITS HOLLYWOOD

WINNER of the annual International Tugboat Races at Detroit, Capt. Tom McQueen, Montreal skipper of the tug, "Atomic," received a week's visit in Hollywood as the guest of Preston Foster, star of *Waterfront* tv film series. United Television Programs Inc., which distributes the Roland Reed production, arranged the trip as one of the sweepstakes prizes.

VIDEO BASEBALL TALKATHON

THE "FIRST" televised baseball talkathon is claimed by KOAT-TV Albuquerque, N. M., after a three-hour and ten-minute session of answering baseball questions was conducted by Lee Allen, KOAT-TV sports announcer, and author of *100 Years of Baseball*. Viewers' questions, screened by a five-man committee of baseball authorities, were fired at Mr. Allen almost at a one-a-minute clip. Mr. Allen, described as "a walking dope book," answered 141 of 152 questions asked over the distance, for a .921 batting average. When the talkathon went off the air, the panel committee still had 237 questions waiting to ask. Mr. Allen held two previous baseball talkathons via radio in Philadelphia and Cincinnati.

WGBS Miami honored Ernesto de la Fe (2d r), Cuban Minister of Information, at a cocktail party at which the Cuban official said American radio has helped Cubans to understand the U. S. Others are WGBS Sales Manager and Mrs. Frank J. Riordan (l) and Eduardo Hernandez, Cuban consul in Miami.

KTHE (TV) EDUCATION SERIES

SECOND discussion program in *Families Are First* series, sponsored by National Board of Review of Motion Pictures and Parent-Teachers Associations on educational KTHE (TV) Los Angeles, featured M-G-M director Roy Rowland, who suggested the way to help children love and appreciate music is to place it everywhere in their early environment or to place the children where music exists. Also serving on the panel were Cobina Wright, speaking for the National Board's monthly *Films in Review* publication; Florence Thalheimer, KTHE program director; Carl Nater, director of 16 mm division for Walt Disney Studios, and Mrs. Frederick Gerri Teasley, representing 803 groups in the Federated Women's Clubs of California.

HAILE SELASSIE COVERAGE

PRESS and radio services of the U. S. Information Agency are bringing the people of Ethiopia special, daily on-the-spot accounts of the visit of Emperor Haile Selassie to the United States. A press, radio and photo team has been assigned to provide complete coverage of the event, and the Army Signal Corps is cooperating in providing an open channel to Asmara, Eritrea. Photos will be carried regularly via air pouch and a USIA branch in Beirut, Lebanon, will produce posters for continuous display throughout Ethiopia. Special broadcasts in Amharic are being carried by the Voice of America radio branch. Although there are comparatively few individual receiving sets, there is considerable group listening in public squares, parks and restaurants, etc., to loudspeakers tuned to Radio Addis Ababa. Tape recordings of the Emperor's reception and impressions of America will be shipped by air, as well as taped interviews with various members of the Emperor's entourage. The press and radio coverage will be extended to other parts of the Middle East and around the world.

KPRC-TV's Pool

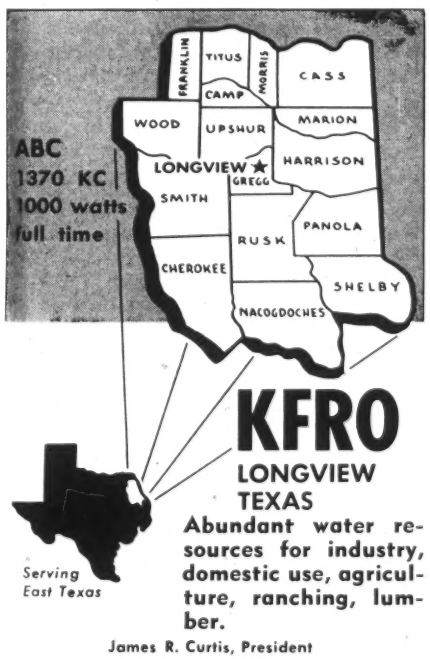
KPRC-TV Houston believes that it is the only station in the country equipped with a swimming pool. Eighteen feet in diameter, three feet deep, and requiring three hours and three garden hoses to fill it, the portable pool has been set up in the KPRC-TV outdoor patio for *Be Waterproof*, weekly Red Cross swimming and water safety public service show. Every Monday a Red Cross volunteer swimming instructor gives the station's viewers free lessons.

WATER DISCUSSION SERIES

FIVE programs dealing with the physical properties and economic aspects of water are being carried by WATV (TV) Newark, N. J., making the third segment of the Rutgers U. educational tv series *Report From Rutgers*. Titled "Future Lifelines," the programs will be discussions of water as a ship's highway, fishing ground, solvent, source of power and coolant and beverage, conducted by Dr. James R. Westman, Rutgers scientist. He will discuss the several multi-million dollar industries within New Jersey, which are dependent on water and will picture water in its various forms as it affects the daily lives of everyone.

WTAG FOREIGN BROADCASTS

WTAG Worcester, Mass., announces that Armed Forces Radio stations the world over soon will broadcast its Christopher Award-win-



KFRO
LONGVIEW
TEXAS

Abundant water resources for industry, domestic use, agriculture, ranching, lumber.

James R. Curtis, President

No. 1 Radio Buy
in New Haven

• • • • • •

Merchandising
more guaranteed in-store food display than any other New Haven station.

• • • • • •

Programs
live wire local plus NBC affiliation = proven audience.

• • • • • •

Saturation
run of station • day and night • 20 spots a week • 1-13-26 week package • $45—$48—$60 per week.

— three steps cover — New Haven's ultra-rich market on

WNHC
radio • ASK KATZ

KTTS-TV Springfield, Mo., put out the red carpet for Joe Wells (wearing garland), Weed Tv, New York, national representation firm, when he visited the Weed-represented station. L to r: Louis W. Reps, managing director, Springfield Chamber of Commerce; Andy Anderson, Ozark Airlines; Bob Burke of the KTTS-TV staff; Mr. Wells; G. Pearson Ward, general manager, KTTS-AM-FM-TV, who reads a proclamation from the mayor making it "Joe Wells Night," and Lyn Donaldson, Ozark Airlines.

ning radio series, *Main Street Europe*, presented by WTAG Worcester, Mass. Beginning in August, 15 WTAG broadcasts will be aired as a weekly series on 72 AFR outlets. The programs are on-the-spot tape recordings of interviews with Europeans on their customs, problems and ways of life. The programs will be beamed at servicemen and their families so that they will better understand the foreign people allied with the U. S. Each program is a comprehensive survey of a single topic, according to the station, examples of which are: "Does Europe Like Us?" "The European Family" and "Europe—God or Communism?" The latter program won producer Louis Fontaine the 1953 Christopher Award, the only non-network broadcast so distinguished, according to WTAG.

light the way...

. . . to extraordinary lighting effects . . . at extraordinary savings! Rent whatever you need in specialized display, theatrical, studio and motion picture equipment from Jack Frost! For finer lighting . . . at fewer dollars . . . for complete lighting service that includes installation and removal wherever you are . . . you're headed the right *way . . .*

the JACK frost way!

For Full Information On Rental Equipment Write:

JACK A. FROST, DEPT. C, 234 PIQUETTE AVE.
Detroit 2, Michigan • TRinity 3-8030

WJWL CHICKEN PROMOTION

AN 18-foot high chicken sign decorates the front lawn of WJWL Georgetown, Del., welcoming visitors to the seventh annual Del-Mar-Va Chicken Festival, June 21-23. The festival is famous for its National Chicken Cooking Contest, Miss Delmarva Beauty Pageant, mammoth parade and talent show. Norman Glenn, general manager of WJWL, is in charge of publicity and promotion for Delmarva Chicken Festival Inc., of which he is a member of the board of directors. WJWL is located in the center of the most concentrated broiler chicken-producing market in the world and each week schedules 38 poultry programs including a daily chicken auction, according to that station.

KBTV (TV) 'HOPALONG' PARTY

MORE than 30,000 parents and children jammed Elitch's Gardens in Denver, Colo., to greet "Hopalong Cassidy," the noted cowboy star, who attended a special party in his honor, arranged by KBTV (TV) there, in cooperation with Busley supermarkets. The station reports that "Hoppy" climbed to the top of the park's pavillion roof to extend his greetings so everyone could get a clear view of him. "Hoppy" was introduced by KBTV's western star, Capt. Ozie Waters of the Colorado Rangers, and other ch. 9 entertainers provided music and entertainment for the crowd, which was estimated by the Denver police as the largest ever assembled in the Denver resort.

CORONATION ANNIVERSARY FI

THE POMP and pageantry of last year's C nation ceremonies were re-created over WK TV Saginaw, Mich., on June 2 at 7:00 p one year to the day from the moment Elizab II was made Queen of England. The spe telecast originated in the WKNX-TV stud It featured on-the-spot films of the Co nation and its preparations, as shot in Lon last year by Jack Parker, owner of the Par Adv. Agency in Saginaw, formerly an A war correspondent, who was recalled by t network last year to serve on the Coronat coverage team. The anniversary telecast p sented an edited version of the complete f including brief shots on the actual Coronat ceremony.

WGIL JAM SESSION

A NEW dance step called the "wiggle" hi lighted a three-hour jam session staged WGIL Galesburg, Ill., for the younger set its listening area. The jam session idea w proposed at a staff meeting by Brad Willian band leader-host of the *The 1400 Club* progra Robert W. Frudeger, general manager, delega authority to each dept. concerning arran ments. Stern & Field, a clothing store, spo sored the last half-hour, which was broadc from the ballroom of the Hotel Custer. Ge eral admission was one dollar and members "The 1400 Club," organized in conjuncti with the program, were admitted for 75 cen Lessons in the "wiggle" were given and priz were awarded to the best "wigglers." Anoth highlight of the promotion was the release 500 WGIL-inscribed balloons. The station r ports that results of the jam session were successful, another is planned for the ne future.

CHUM KOREAN BROADCASTS

CHUM Toronto, and the *Toronto Telegra* evening daily, have teamed up to send week recorded greetings from family and friends Canadian servicemen in Korea. The record show, *Thinking of You*, is a half-hour progra which is broadcast over Radio Maple Leaf Korea. Mrs. Leigh Lee, program director, an Phil Stone, chief announcer of CHUM, pr pare and handle commentary on the week program.

$486,000 FOR $336

SALE of 54 new $9,000 homes in Fresno, Cali within a week, through exclusive use of $33 in radio-tv time, is reported by builder Ca Moore. Using KBID-TV and KBIF, John Poo Broadcasting Co. Fresno stations, Advance Ad vertising, that city, servicing Mr. Moore, sched uled eight scattered one-minute tv spot an nouncements Thursday through Saturday, show ing drop card drawings and blueprints of homes and 50 one-minute radio spots over a six-da period. All but one of 55 home tracts wer sold within a week.

WATCH ANNOUNCEMENT OF *NEW* RAYMOND MASSEY SERIES JUNE 14

imperial WORLD films, inc.
CHICAGO, ILL.

Station Authorizations, Applications
(As Compiled by B•T)

May 27 through June 2

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis. — visual. kw — kilowatts. w — watts. mc — megacycles. D—day. N—night. LS—local sunset. mod. — modification. trans. — transmitter. unl. — unlimited hours. kc —kilocycles. SSA — special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of April 30, 1954 *

	AM	FM	TV
Licensed (all on air)	2,540	528	101
CPs on air	23	24	†286
CPs not on air	112	16	190
Total on air	2,562	552	387
Total authorized	2,675	568	577
Applications in hearing	129	4	183
New station requests	158	4	52
Facilities change requests	139	13	28
Total applications pending	762	110	238
Licenses deleted in March	2	2	0
CPs deleted in March	2	1	8

* Does not include noncommercial educational fm and tv stations.

† Authorized to operate commercially.

• • •

Am and Fm Summary through June 2

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,583	2,553	154	164	129
Fm	558	531	40	5	4

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	239	307	546[1]
Educational	13	17	30

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	257	121	378
Noncommercial on air	2	3	5

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	919	337	712	525	1,238[2]
Educational	54		27	26	54[3]
Total	973	337	739	551	1,291[4]

[1] Eighty-four CP's (14 vhf, 70 uhf) have been returned.
[2] One applicant did not specify channel.
[3] Includes 30 already granted.
[4] Includes 576 already granted.

• • •

ACTIONS OF FCC

New Tv Stations . . .

GRANTS

Munford, Ala.—Alabama Educational Tv Commission granted noncommercial educational vhf ch. 7 (174-180 mc); ERP 316 kw visual, 191 kw aural; antenna height above average terrain 2,000 ft., above ground 574 ft. Post office address, 714 Protective Life Bldg., Birmingham, Ala. Studio and transmitter location, Mr. Cheaha, Munford, Ala. Geographic coordinates 39° 29' 06" N. Lat., 85° 48' 32" W. Long. Antenna RCA. Legal counsel Hogan & Hartson, Washington. Consulting engineer, A. D. Ring & Assoc., Washington. Principals include President **Raymond D. Hurlbert**; Secretary **Thomas D. Russell**, 25% stockholder WRFS-AM-FM Alexander City, Ala., and secretary-14.49% stockholder WRLD-AM-FM Lanett, Ala., and 16⅔% stockholder WGFS Covington, Ga. Granted June 2.

Oak Hill, W. Va.—Robert R. Thomas Jr. (WOAY-AM-FM (Beckley), granted vhf ch. 4 (66-72 mc); ERP 49 kw visual, 29.5 kw aural; antenna height above average terrain 650 ft., above ground 487.75 ft. Estimated construction cost $160,703, first year operating cost $100,000, revenue $150,000. Post office address P. O. Box 251, Oak Hill, W. Va. Studio and transmitter location 0.7 miles S of Oak Hill city limits on U. S. Hwys. 19 & 20. Geographic coordinates 37° 57' 31" N. Lat., 81° 09' 01" W. Long. Transmitter and antenna RCA. Legal counsel Maurice R. Barnes, Washington. Consulting engineer Robert M. Silliman (John A. Moffet), Washington. Mr. Thomas is sole owner WOAY-AM-FM Oak Hill, W. Va. Grant was made possible through dismissal of competitive bid of WJLS which receives $5,000 for expenses incurred and option to purchase 40% interest in new tv venture. Granted June 2.

Wausau, Wis.—Wisconsin Valley Tv Corp. granted vhf ch. 7; legal counsel McKenna & Wilkinson, Washington. Erroneously reported in B•T, May 24.

APPLICATIONS

Parma-Onandaga, Mich.—Tv Corp. of Michigan Inc., vhf ch. 10 (192-198 mc); ERP 221 kw visual, 123.7 kw aural; antenna height above average terrain 664 ft., above ground 675 ft. Estimated construction cost $717,580, first year operating cost $590,000, revenue $600,000. Post office address 407-11 N. Washington Ave., Lansing, Mich. Studio location to be determined. Transmitter location on Rossman Rd., Onandaga. Geographic coordinates 42° 26' 33" N. Lat., 84° 34' 20.8" W. Long. Transmitter and antenna RCA. Legal counsel Leo Resnick, Washington. Consulting engineer John Mullaney, Washington. Principals include President **John C. Pomeroy**, president-26.9% stockholder WILS-AM-TV Lansing, Mich.; Vice President-Treasurer **Edward E. Wilson** (60%), auto dealer, and WILS-AM-TV (40%). Filed June 1.

Parma, Mich. — Jackson Bcstg. & Tv Corp. (WKHM Jackson, Mich.), vhf ch. 10 (192-198 mc); ERP 230 kw visual, 115 kw aural; antenna height above average terrain 1,000 ft., above ground 1,026 ft. Estimated construction cost $661,605, first year operating cost $425,000, revenue $500,000. Post office address 441 Wildwood Ave., Jackson, Mich. Studio and transmitter location on U. S. 12, 1.45 miles W. of Parna. Geographic coordinates 42° 16' 01" N. Lat., 84° 38' 00" W. Long. Transmitter and antenna RCA. Legal counsel Bingham, Collins, Porter & Kistler, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include President **Frederick A. Knorr** (⅓); Vice President **Harvey R. Hansen** (⅓); Secretary-Treasurer **William H. McCoy** (⅓), and Assistant Secretary **Robert M. Booth Jr.**, Washington attorney and vice president and ⅓ owner of WSAL Logansport, Ind. Messrs. Knorr, Hansen and McCoy each own ⅓ interest of WKMH-AM-FM Dearborn, Mich. Filed June 1.

APPLICATIONS DISMISSED

Beckley, W. Va.—Joe L. Smith Jr. Inc. FCC dismissed bid for new tv station on vhf ch. 4 at request of attorney. Dismissed June 1.

Shorewood, Wis.—Harold R. Murphy tr/as North Shore Bcstg. Co. FCC dismissed application for new tv station on uhf ch. 31 at request of applicant. Dismissed May 27.

Existing Tv Stations . . .

ACTIONS BY FCC

WSBT-TV South Bend, Ind.—South Bend Tribune granted modification of CP for uhf ch. 34 to change ERP to 186 kw visual, and 100 kw aural. Granted May 28; announced June 2.

KEDD (TV Wichita, Kan.—KEDD Inc. modification of CP for uhf ch. 16 to change ERP to 245 kw visual, 129 kw aural; antenna height above average terrain 690 ft. Granted May 28; announced June 2.

WBRZ (TV) Baton Rouge, La.—La. Tv Bcstg. Corp. granted modification of CP for vhf ch. 2 to change transmitter and studio location to Highland Rd., Baton Rouge; change ERP to 97.7 kw visual, 56.2 kw aural; antenna height above average terrain 890 ft. Granted May 26; announced June 2.

WCNO-TV New Orleans, La.—Community Tv Corp. granted modification of CP for uhf ch. 32 to change ERP to 18.8 kw visual, 10.4 kw aural; antenna height above average terrain 423 ft. Granted May 24; announced June 2.

WCET (TV) Cincinnati, Ohio—Greater Cincinnati Tv Educational Foundation granted modification of CP for noncommercial educational uhf ch. 48 to change ERP to 15.5 kw visual, 7.75 kw aural; antenna height above average terrain 490 ft. Granted May 28; announced June 2.

WFMJ-TV Youngstown, Ohio—Vindicator Printing Co. granted STA to operate commercially on uhf ch. 21 for the period ending Aug. 29. Granted May 25; announced June 2.

KSWO-TV Lawton, Okla.—Palm Beach Tv Inc. granted modification of CP for vhf ch. 7 to change ERP to 9.12 kw visual, 4.57 kw aural; antenna height above average terrain 540 ft. Granted May 26; announced June 2.

WCAU-TV Philadelphia, Pa.—WCAU Inc. granted modification of CP for vhf ch. 10 to change ERP to 316 kw visual, 158 kw aural; antenna height above average terrain 1,000 ft. Granted May 25; announced June 2.

KHJ-TV Hollywood—General Teleradio Inc. granted CP for vhf ch. 3 to change ERP to 162 kw visual, 81.3 kw aural; antenna height above average terrain 2,960 ft. Granted May 24; announced June 2.

APPLICATIONS

KHSL-TV Chico, Calif.—Golden Empire Bcstg. Co. seeks modification of CP for vhf ch. 12 to change ERP to 63.1 kw visual, 37.8 kw aural; transmitter location to 2.2 miles N. of Cohasset School on Cohasset Rd., Cohasset, Calif.; antenna height above average terrain 1,263 ft. Filed May 26.

WCNY-TV Carthage, N. Y.—The Brockway Co. seeks modification of CP for vhf ch. 7 to change ERP to 172.6 kw visual, and 92.1 kw aural. Filed May 27.

KUTV (TV) Salt Lake City, Utah—Utah Bcstg. & Tv Corp. seeks modification of CP for vhf ch. 2 to change transmitter location to Oquirrh Range Mt. Peak, 18 miles SW Salt Lake City; studio location to 2nd East and Motor Ave., Salt Lake City; ERP to 45.71 kw visual, 24.66 kw aural; antenna height above average terrain 3,185 ft. Filed May 28.

WCAN-TV Milwaukee, Wis.—Midwest Bcstg. Co. seeks modification of CP for uhf ch. 25 to specify vhf. ch. 12 (204-210 mc); ERP to 316 kw visual, 215 kw aural; antenna height above average terrain 592 ft. Resubmitted June 1.

New Am Stations . . .

ACTIONS BY FCC

Aurora, Colo.—Airline S. Hodgins granted 1430 kc, 1 kw daytime. Post office address 5201 E. 11th St., Denver. Estimated construction cost $14,300, first year operating cost $44,000, revenue $60,000. Mrs. Hodgins is former assistant manager of WPDR Portage, Wis. Granted June 2.

Winchester, Ky.—Winchester Bcstg. Co. granted 1380 kc, 1 kw daytime. Estimated construction cost $18,630, first year operating cost $45,000, first year revenue $52,000. Post office address S. Main and B'way Sts., Winchester. Principals include

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Secretary-Treasurer **Claude Sullivan** (55%), sports director WVLK Lexington, Ky., and President **N. B. Ratliff** (40%), banker and farmer. Granted June 2.

APPLICATIONS

El Cajon, Calif.—Babcock Bcstg. Corp., 910 kc, 5 kw daytime, 1 kw night, directional. Post office address 2566 Fifth Ave., San Diego. Estimated construction cost $79,000, first year operating cost $32,000, revenue $47,000. Principals include President **Robert J. Babcock** (25%), retail drug store; Vice President **John H. Babcock** (25%), owner of commercial recording studios; Secretary-Treasurer **Lavene D. Babcock** (25%), and **Ruth E. Babcock** (25%). Filed May 26.

Grand Rapids, Mich.—Joseph C. Hooker & Charles A. Sprague d/b as WMAX Bcstg. Co., 1480 kc, 500 w daytime. Post office address 658 Lydia, N. E., Grand Rapids. Estimated construction cost $11,415, first year operating cost $52,000, revenue $60,000. Principals in equal partnership include **Joseph C. Hooker,** advertising salesman and newscaster WGRD Grand Rapids, and **Charles A. Sprague**, advertising salesman WGRD. Filed May 27.

Virginia Beach, Va.—Princess Anne Bcstg. Corp., 740 kc, 1 kw daytime, directional. Post office address % John M. Norris, Red Lion, Pa. Estimated construction cost $38,708, first year operating cost $42,500, revenue $48,000. Principals include President **John M. Norris** (40%), owner WGCB Red Lion, Pa., and Presbyterian minister; Vice President **Valentine E. Miller** (20%), dairy farming, and Secretary-Treasurer **James A. Handy** (40%), minister. Filed May 22.

Chippewa Falls, Wis.—Harold R. Murphy d/b as Chippewa Falls Bcstg. Co., 1150 kc, 1 kw daytime. Post office address 3514 North Oakland Ave., Shorewood, Wis. Estimated construction cost $22,850, first year operating cost $48,000, revenue $60,000. Mr. Murphy is president-½ owner North Shore Pub. Co., secretary-minority stockholder WMAW Menominee, Mich., WDUZ Green Bay, Wis.; secretary-treasurer-46.7% stockholder WIGM Medford, WPFP Park Falls, and WLDY Ladysmith, all Wis. Filed June 1.

APPLICATION AMENDED

Abilene, Tex.—Bill Mathis amends application for new am station on 1280 kc, 1 kw daytime to specify 500 w. Filed May 27.

Existing Am Stations . . .

ACTIONS BY FCC

WLRP New Albany, Ind.—Ohio Valley Bcstg. Inc. granted permission to sign off at 6 p.m. until Sept. 1 except when event in progress. Granted May 24; announced June 2.

KCHA Charles City, Iowa—Radio Inc. granted permission to sign off at 6 p.m. on weekdays and 5 p.m. on Saturdays and Sundays for the period ending Sept. 30. Granted May 27; announced June 2.

KWWL Waterloo, Iowa—Black Hawk Bcstg. Co. granted CP to change from 1 kw night, 5 kw day to 5 kw unlimited, directional. Granted June 2.

KBTO El Dorado, Kan.—O. A. Tedrick granted permission to sign off at 6 p.m. during May through September 1954. Granted May 26; announced June 2.

WWNH Rochester, N. H.—Strafford Bcstg. Corp. granted CP to increase power from 1 kw to 5 kw on 930 kc daytime. Granted June 2.

WKOP Binghamton, N. Y.—The Binghamton Bcstrs. Inc. granted CP to change from 1 kw day to 5 kw day, 500 w night, directional. Granted June 2.

KERG Eugene, Ore.—Guard Pub. Co. granted CP to change from 1 kw unlimited, directional night to 5 kw day, 1 kw night, directional unlimited. Granted June 2.

WSAJ Grove City, Pa.—Grove City College granted permission to remain silent from June 5 through Sept. 18, 1954. Granted May 26; announced June 2.

KERV Kerrville, Tex.—Kerrville Bcstg. Co. granted CP to change from 1230 kc 250 w unlimited to 970 kc 1 kw day. Granted June 2.

WPDR Portage, Wis.—Portage Bcstg. Co. granted permission to sign off at 7 p.m. until Sept. except during baseball broadcast. Granted May 24; announced June 2.

WTKM Hartford, Wis.—The Kettle-Moraine Bcstg. Co. granted permission to sign off at 6 p.m. for the period ending Sept. 1. Granted May 24; announced June 2.

APPLICATION

WANA Anniston, Ala.—Edwin H. Estes & C. L. Graham d/b as Anniston Radio Co. seek modification of CP to change from 1490 kc to 1240 kc. Filed May 25.

APPLICATION AMENDED

KECC Pittsburgh, Calif.—KECC Inc. amends application for CP to increase power from 1 kw to 5 kw night, 10 kw day, directional day and night to specify 5 kw day. Filed May 28.

APPLICATION DISMISSED

WITY Danville, Ill.—Vermillion Bcstg. Corp. FCC dismissed application to change from directional day and night to night only at request of attorney. Dismissed May 25.

STATION DELETED

WGLT Lanett, Ala.—Greene Land & Cattle Co. FCC deleted existing am station on 910 kc 500 w daytime at request of permittee. Deleted May 27.

Existing Fm Stations . . .

ACTIONS BY FCC

WWPG-FM Palm Beach, Fla.—Palm Beach Bcstg. Corp. granted waiver of Sect. 3.204 (a) and change ERP to 3.6 kw. Granted June 2.

WMFR-FM High Point, N. C.—Radio Station WMFR Inc. granted waiver of Sect. 3.251 and change in ERP to 8 kw. Granted June 2.

STATION DELETED

WSRK (FM) Shelbyville, Ind.—Shelby Radio Service granted request to cancel license and delete fm station on ch. 267. Deleted May 26; announced June 2.

Ownership Changes . . .

ACTIONS BY FCC

KTLO Mountain Home, Ark.—Mountain Home Bcstg. Corp. granted voluntary transfer of control to Arvin Stricklen, Loyd Stricklen and Marie G. Stricklen through sale of all stock for $30,000. Principals include **Arvin Stricklen** (98%), former announcer-engineer KWPM West Plains, Mo.; **Loyd Stricklen** (1%), accountant, and **Marie G. Stricklen** (1%). Granted June 2.

KLVC Leadville, Colo.—Leadville's Top of the Nation Station Inc. granted assignment of license to Arline S. Hodgins for $21,000. Mrs. Hodgins was granted new daytime station at Aurora, Colo., last week on 1430 kc 1 kw and is presently employed at Denver arsenal. Granted June 2.

WITV (TV) Ft. Lauderdale, Fla.—Gerico Investment Co. granted transfer of control of CP for uhf ch. 17 through sale of 18% interest from L. Coleman Judd and E. J. Richardson to George W. English Jr., Mortimer W. Loewi et al. through sale of 18% for $42,500. Granted June 2.

WWGS Tifton, Ga.—Tifton Bcstg. Corp. granted voluntary transfer of control to Ralph N. Edwards through purchase of 85% interest from Walter A. Graham and James E. Graham for $75,000. Mr. Edwards is general manager of Fitzgerald, Ga., department store. Granted June 2.

KALM Thayer, Mo.—Robert F. Neathery granted assignment of license to Robert F. Neathery and Robert F. Neathery Jr. d/b as Radio Station KALM. No consideration involved. Granted June 2.

KSID Sidney, Neb.—Lewis W. Grove & William S. Grove d/b as Sidney Bcstg. Co. granted voluntary assignment of license to W. C. Grove Inc. No consideration involved as principals retain identical interests. Granted May 25; announced June 2.

WKAQ-TV San Juan, P. R.—El Mundo Bcstg. Corp. granted assignment of CP for vhf ch. 2 to El Mundo Inc. No consideration involved as President Angel Ramoz retains sole ownership. Granted May 26; announced June 2.

WLAC-TV Old Hickory, Tenn.—Life & Casualty Ins. Co. of Tenn. granted assignment of CP for vhf ch. 5 to wholly-owned subsidiary WLAC-TV Inc. Granted May 26; announced June 2.

KREL-AM-FM Baytown, Tex.—Tri-Cities Bcstg. Co. granted voluntary transfer of control to J. B. Blayton & Assoc. (WERD Atlanta, Ga.) through sale of all stock for $75,000 less outstanding debts. Principals include President **J. B. Blayton Sr.** (97%), Vice President-Treasurer **J. B. Blayton Jr.** (1%), and Secretary **Miss Doris A. Blayton** (1%). Granted June 2.

WCHS-TV Charleston, W. Va.—The Tierney Co. granted assignment of CP for new tv station on vhf ch. 8 to WCHS-TV Inc. Purpose of application is to carry out merger agreement for the ch. 8 facility whereby WCAW Charleston obtained option to purchase 40% interest. Granted June 2.

WSAU Wausau, Wis.—WSAU Inc. granted assignment of license to Wisconsin Valley Tv Corp. for $170,000 to effectuate merger agreement for ch. 7. Granted June 2.

WKBT (TV) La Crosse, Wis.—WKBH Tv Inc. granted voluntary transfer of control to WKBH Inc., *La Crosse Tribune*, Howard Dahl and others. Purpose of the application is to effectuate merger agreement for the vhf ch. 8 facility. Principals include President **Howard Dahl** (9%), WKBH (40%), *La Crosse Tribune* (41%) and 5 other local businessmen at 2% each. Granted June 2.

APPLICATIONS

WMSL Decatur, Ala.—Tennessee Valley Bcstg. Co. seeks voluntary assignment of license to Tennessee Valley Radio and Tv Corp. for $40,000. Purpose of application is to acquire additional capital. Principals include President **Frank Whisenant** (69.8%); Vice President **Bryon McAfee** (2½%), register of Morgan County (Ala.) Circuit Court; Treasurer **Alice A. Whisenant** (5%), and 19 other local stockholders. Filed May 27.

KBIG Avalon, Calif.—John H. Poole tr/as John Poole Bcstg. Co. seeks voluntary assignment of CP to John Poole Bcstg. Co. Mr. Poole retains sole ownership. Filed May 28.

KYOS-KVME (FM) Merced, Calif.—Merced Bcstg. Co. seeks voluntary transfer of control to Charles O. Chatterson and Glenn E. McCormick through sale of all stock for $150,000. Mr. McCormick is president-majority stockholder KSLM Salem, Ore., and KGLM Chehalis, Wash. Mr. Chatterson is president-stockholder KWLK Longview, Wash. Filed May 26.

WKKO Cocoa, Fla.—Carl G. Collins Jr., Seay Dormany Wilson, Davis Eldon Wilson, Emerson W. Browne and Sarah A. Browne d/b as Brevard Bcstg. Co. seeks voluntary assignment of license to Carl G. Collins Jr., Seay Dormany Wilson & Davis Eldon Wilson d/b as Brevard Bcstg. Co. through purchase of ⅓ interest from remaining partners for $12,000. Filed May 26.

KRIB Mason City, Iowa—William G. Kelly seeks voluntary assignment of license to Edward B. Lamson for $35,000 and assumption of $26,400 contract. Mr. Lamson is KBIG employe. Filed May 25.

WACO Waco, Tex.—Frontier Bcstg. Co. seeks voluntary assignment of license to wholly owned subsidiary WACO Bcstg. Co. Frontier is licensee also of KRIO McAllen, Tex. Filed May 26.

WHAP Hopewell, Va.—Hopewell Bcstg. Co. seeks voluntary transfer of control to Southern Va. Bcstg. Corp. through sale of all stock for

(Continued on page 96)

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Sales manager anxious for advancement to large market. Opening to become manager. Box 602D, B•T.

Salesmen

Guaranteed income $400. monthly against commission, protected territory, active account list, fertile market. Bonus, company paid pension plan. Independent daytime kilowatt wants experienced sales producer who desires to settle in progressive northern Illinois community. Personal interview required. State age, experience. Box 495D, B•T.

Need two aggressive know-how salesmen for 5000 watt midwest major market independent. Good draw against 15%. Want permanent men who need and want a 5 figure annual salary. Box 597D, B•T.

Account executive with outstanding sales ability who perhaps is tired of the midwest and wants to move to Oregon's great Willamette Valley to work with outstanding station in market of over 100,000. Airmail resume, picture, Box 604D, B•T, for consideration for good salary and executive position with future.

Time salesman. Salary plus commission. Good market. ABC Network. KFRO, Longview, Texas.

Salesman at once, man or woman. **25% commission, 5000 watt, day and night. WKNK, Muskegon, Michigan.**

Announcers

Salesman or announcers with 1st tickets. Western Ohio. Box 77D, B•T.

Disc jockey with experience and established ratings—good opportunity for right man on 5,000 watt music station—big market, good deal. Box 459D, B•T.

Experienced announcer-engineer. First class ticket. Accent on announcing. No maintenance. 1 kilowatt. Network affiliate, southwest. Seventy-five dollars for forty-hour week to start. Box 514D, B•T.

Experienced announcer wanted immediately, large southern city. Prefer morning man capable of stepping into established "rise and shine" type program. Tape and details first letter. Box 538D, B•T.

Good experienced program director, announcer, new 1 kw Mutual affiliate. Good starting salary, good chance advancement. Only man best references need apply. Send details first letter. Need immediately. Box 555D, B•T.

Needed at once, a good morning man, must have first phone. Be able to run morning show and do commercials that sell. Only experienced man need apply. 44 hour week. CBS affiliate in midwest town of 40,000. We expect a lot but will pay. Send complete resume and tape. All tapes will be returned. Address Box 562D, B•T.

Humorous DJ-actor—flowing, smooth, paced ad-lib. Informal, slang, manner of speaking. Actor's delivery on lines. Training in acting. Great Lakes, N. Y., Pa. area. Box 608D, B•T.

Experienced staff announcer with good knowledge of music for 5,000 watt CBS affiliate in northwest college town. Westerner preferred. KGVO, Missoula, Montana.

Experienced combination announcer-engineer with first class ticket. Disc or tape, engineering qualifications desired. Contact John Rossi, KIBL, Beeville, Texas.

Have opening for 3 excellent announcers, approximately August 1, Tucumcari, N. M., and Hobbs, N. M. Salary from $300 up depending on your qualifications. Contact Lloyd Hawkins, KTNM, Tucumcari, N. M.

Help Wanted—(Cont'd)

Tidewater Virginia station has immediate opening for staff announcer. You'll like our mild climate, pleasant working conditions and salary. Send tape and complete details to WGH, Newport News, Virginia.

Technical

Small progressive network station, needs chief engineer, limited air hours, top pay, congenial staff. Plenty advancement, raises. Send full details, tape, photo. Box 512D, B•T.

Wanted — July 1st — Combination engineer - announcer, to be chief engineer. North Carolina station. Box 541D, B•T.

Solid progressive daytimer New York State has chief opening. No shift, own boss. Must be reliable, have know-how. Box 526D, B•T.

Station 60 miles from New Orleans, wants combo man, 1st phone, $2.00 per hour—time and a half overtime. Airmail or wire Manager KTIB, Thibodaux, La.

WLBC and WLBC-TV needs technician with first class license, need not be experienced. Pay scale 60 to 90 dollars per week depending on experience for five day 40 hour week. Contact Assistant Chief Engineer Patrick Finnegan.

Chief engineer-announcer, daytime station, 1 kilowatt, Hobbs, New Mexico, to go on air July 15, salary $375 to $400. Contact Lloyd Hawkins, Tucumcari, New Mexico.

Production-Programming, Others

Good local newsman. Progressive news, special events minded station. Writing, announcing ability essential. Besides news "know-how" real newsman will have eagerness to accept challenges of good coverage. Salary open. Good working conditions, opportunity. Bx 601C, B•T.

We need an experienced program director for our combined ABC radio and television affiliate in a metropolitan area of over a million. Competition is severe and we need a wide awake progressive man with good program sense and commercial ideas. This operation is long and well established and has good public acceptance. Good working conditions. Salary open. Excellent future. Reply to Box 525D, B•T.

Opportunity male copywriter with announcing experience. Submit samples. KFRO, Longview, Texas.

Television

Help Wanted

Salesmen

Salesman for uhf station in excellent market. Promising future for energetic salesman, anxious to make advancement. Good draw against commission. Box 567D, B•T.

Excellent opportunity for experienced television account executive with earning potential in 5 figures. If you can sell tv in a captive market, this is the greatest opportunity in tv time sales you can find. It's a small market but a healthy one. Contact Jerry Burns, General Manager, KIVA-TV, Yuma, Arizona.

Announcer

Production-Programming, Others

Competent director for television station in metropolitan market. Experience necessary. State financial requirements. Box 578D, B•T.

Situations Wanted

Managerial

Mature manager available immediately. Stress sales and low operating cost. Have money to invest if desired. Box 193D, B•T.

Successful salesman large metropolitan western market, desires opportunity for expansion into possible management-ownership smaller station. Under 40, capable, mature. Can furnish proof of performance and excellent recommendations. Have cash for initial investment if potential is right, prefer Rocky Mountains or west. Box 565D, B•T.

Successful manager, commercial manager employed in present job for many years desires change. Producer. Excellent references. Prefer southwest. Box 568D, B•T.

Experienced, capable manager, small medium market. Let us make money. Box 575D, B•T.

Florida broadcasters! Wish I could meet with you in Miami, but I am still looking for that Florida connection. Management, sales, or part investment. Box 605D, B•T. Am, fm and tv experience, all phases except technical.

Wanted: To manage or lease your station. Results factual—not a dream. For full details write Box 612D, B•T.

Manager-commercial manager. Have 12 years experience in radio. Mostly sales and management. 32 years old, have own car, married and am presently general manager of 1,000 watt independent. Would like change to west in small operation. Am also qualified announcer, copy writer, traffic, programming, etc. Write Box 3119 Winston-Salem, N. C. Gene Sink. Will consider any location.

Salesman

Sales-programming coordinator seeks connection, north. Currently doing daily shows; experienced uhf-vhf programs, sales, promotion, advertising; managerial positions. Mature, creative, responsible. Box 444D, B•T.

Salesman: Extensive, successful background of sales, programming, administration. Thirteen years radio. Box 561D, B•T.

Announcer-salesman, 6 years experience. Resume and tape by return mail. Box 607D, B•T.

Successful salesman-announcer-merchandiser, experienced, mature, wants fair percentage opportunity to sell-present own shows. Box 614D, B•T.

Sales manager am or tv. Time salesman for station rep. Station salesman '48-'53—Presently employed by representatives in New York. Outstanding sales record. Box 598D, B•T.

Announcers

9 years experience—top quality news, special events, commercials. Handle any staff duty—can program. Married, 2 children. Want to settle down. Box 240D, B•T.

Combo man, some experience, wishes local station employment within commuting distance of New York City. Box 463D, B•T.

Experienced DJ. Indie station. Prefer work 1,000 mile radius N. Y. Tape, references. Box 479D, B•T.

California stations: Good announcer wants good job. Midwesterner, 25, experienced. Box 509D, B•T.

Announcer—versatile—deep voice—6 months experience. College grad.—dramatics. Box 518D, B•T.

Top sports announcer . . . can handle complete sports job; also staff work . . . five years radio and television, looking for position in either or both . . . with present employer for past three years. Box 550D, B•T.

Combo man—college graduate. Good news, sports, play-by-play, baseball, football, light experience, car. Draft exempt. Preferably 250-500 watt station. Box 553D, B•T.

Staff-news announcer; seeks advancement metropolitan market. Five years experience. Box 554D, B•T.

Look here station managers—announcer, DJ, little experience, lots of ambition, broadcasting school graduate. Will travel, resume, tape available. Box 559D, B•T.

Announcer, recent broadcasting school graduate. Good DJ, news, sports, board, tape. Box 560D, B•T.

Six months experience. Emphasis—news, DJ. Veteran. Box 564D, B•T.

Situations Wanted—(Cont'd)

California announcer-director. 10 years sports, programming, announcing, directing, radio-tv. Prefer west, midwest, good radio or tv operation. Available. Box 569D, B•T.

PD with top sports record, local news, sales and promotion. 7 years radio. College. Married. 27. Seek position where talents can be utilized by aggressive operation. Excellent references. Box 570D, B•T.

Thoroughly experienced announcer - producer - newsman seeks useful role congenial operation. Background: Top 50kw, regional net., Washington news. All inquiries answered. Interviews arranged where proposition warrants. Box 572D, B•T.

Staff announcer, mature Hoosier with A.B. Indiana U., Midwestern Broadcasting School graduate. Single, travel. A letter brings quick facts. Box 574D, B•T.

DJ personality, five years experience radio-tv. Top-flight showman. Box 579D, B•T.

Announcer-deejay. Four years experience. Employed major market independent. College graduate. Married. Prefer northeast. Box 581D, B•T.

Announcer with two years staff experience. Has done news, sports, remotes, delivers light friendly disc show. Works board. 23 years old. Happily married with two children. Best references is my present network affiliate employer. Box 582D, B•T.

10 years announcing-production. Network experience. Interested major market. College family. Excellent references. Box 585D, B•T.

Experienced all phases of radio. Good resonant voice, music background. Knowledge of network operation. Married. Seeking position with growing outfit. Good references, tape and resume upon request. Box 599D, B•T.

Negro. DJ, newscaster, announcer. Professionally trained. Strong DJ, personality, down to earth selling. Hold 3rd class radio telephone operator's ticket, will travel. Tape, resume on request. Box 600D, B•T.

Announcer, indie and network affiliate experience. Want position with future. College graduate—27. Box 601D, B•T.

1954 college graduate. Fine voice-ambition-well groomed. Some experience. Tape, photo. Box 603D, B•T.

Team, male and female, 3rd phone each. Saleable personalities, do early morning show and local women's hour. Willing, sell and service accounts. Contract, or staff with talent, until show time sold. Box 613D, B•T, or DUpont 7-1432, Bradley (9-1 EDT), Washington, D. C.

Announcer, experience, personality, DJ, news, console, last position 1000 watt station. Bud Ferris, 1821 East 3rd Street, Brooklyn 23, N. Y.

Announcer-engineer, now employed, daytime independent. Nearly year experience. Desire larger market. Strong with disc shows, news, prefer chance to learn all phases of radio. Being married will settle in suitable operation. Some selling experience. Can furnish good references. Robert Hanger, 905 South Main, Washington Court House, Ohio. Phone 4-9592.

Four years experience play-by-play all sports, news, DJ, deep voice, good personality. Available now. Hal Harris, 450 Grand Street, New York City 2, New York.

Announcer, sports, play-by-play, staff. 4 years experience. Available immediately. Anywhere in U. S. Tape and picture by request. Excellent appearance. Stanley Kotel, Hotel Emerson, 166 West 75th Street, New York City, N. Y.

Staff announcer, $50 to start, board trained, all staff duties, third ticket. Pathfinder School of Radio, 737 11th Street N. W., Washington, D. C. MEtropolitan 8-5255

Situations Wanted—(Cont'd)

Top-flight announcers, copywriters, engineers. Tapes available. Academy of Broadcast Arts, 10 East 40th Street, New York 16. MU 6-3714.

Announcer. First license. Experienced. Northern Ohio or vicinity preferred. 759 Maple, Fostoria, Ohio.

Technical

Engineer, first phone, 1½ years broadcast. Excellent announcer. Prefer Texas. Box 496D, B•T.

Experienced chief engineer desires to relocate. Experienced, versatile, including announcing. Southwest preferred. Box 583D, B•T.

Experienced am xmtr, tv xmtr and studio engineering, all phases. Presently employed. No vacation reliefs. Box 584D, B•T.

Engineer, have 1st class license. One year experience. Wish to work in N.Y.C. Desires security and future. Box 587D, B•T.

Eight years radio, four chief. Experienced Western Electric, directionals, construction. Seek change now. Married, car. Box 590D, B•T.

Engineer, experienced, operation, maintenance, am, fm, 1st ticket. No combo. Immediately available. Box 593D, B•T.

Experienced engineer all phases available soon. Box 606D, B•T.

Engineer, first phone, one year experience, good references, available immediately. Frank Greenwald, 108 Oregon, Greensburg, Pa. 4508.

Chief engineer. 20 years experience all phases of radio and television. Seeks good opportunity. A. W. Kramer, Bumpass, Virginia.

Production-Programming, Others

PD-local, net. Sports and special events College graduate. Top references. Box 571D, B•T.

Program director-announcer. Accent on programming. Ten years radio experience. Conscientious, diligent. Locate New York, New Jersey, Connecticut. Box 586D, B•T.

Television

Situations Wanted

Managerial

Tv manager, successful operation in black, required to make change. Excellent industry references. Proven sales and management record. 5 years tv. Can bring you full knowledge for complete, efficient operation, plus the know-how to make tv pay. Let me give you the facts. Box 556D, B•T.

Salesmen

Top-flight advertising salesman—5 years sales experience, including radio, desires television sales. Journalism graduate, veteran, relocate anywhere. Box 588D, B•T.

Announcers

Versatile young woman, early twenties; three years television experience now appearing on network daily, one of first ten markets. Commercial, children's programs, femcee and variety show experience. Desire to relocate. Box 527D, B•T.

Experienced, conscientious announcer with first class ticket wants position with radio-television or television only station. Box 542D, B•T.

Experienced announcer for five thousand watt television combination or smaller station in good market. Details on request. Box 557D, B•T.

Situations Wanted—(Cont'd)

Yes you need an experienced woman telecaster who can produce. Lets talk it over. Box 576D, B•T.

Technical

Presently employed chief engineer vhf, interested in relocating in permanent, progressive new or existing operation. Experienced all phases tv including building design, installation and personnel training. Box 552D, B•T.

Experienced cameraman - network affiliate. All studio operations. Desires permanent position. Box 580D, B•T.

Engineer-fifteen years radio and tv. Desires studio technical director, switcher or video control. Experienced on tv remotes and camera work. Present salary $125. Expect to be available to staff cutback in about 60 days. Will sacrifice salary for security Box 596D, B•T.

Production-Programming, Others

Film editor, year experience midwest station. Did some directing. Still and motion picture photo bug. Will travel, 27, single, veteran. Consider anything. Box 475D, B•T.

Tv production manager desires to return home to southern California. Presently employed in major market, all phases tv, 9 years radio as pd, announcer, news, etc. Will accept radio job with a future. References, photo, audition available. Box 551D, B•T.

Experienced tv director desires change. Presently employed by one of the nation's leading net-originating tv stations. Radio and N. Y. ad agency background. Box 566D, B•T.

Gulf Coast cities with or planning tv. Have 100,000 station experience, production supervisor national agency. 7 years radio-tv. Married. Box 573D, B•T.

Camera dolly in for close up of television continuity girl soon available. Have complete details ready for you. Box 577D, B•T.

Producer, experienced theatre, radio; mature, sales minded. Box 592D, B•T.

Commercial production manager, film and live, creative ideas, set design, graphic arts, photographer-processor. Box 595D, B•T.

For Sale

Stations

Midwestern network station in excellent market. Priced for quick sale. Building and equipment excellent. Box 405D, B•T.

Lease with option to buy. Midwest exclusive. Box 558D, B•T.

Outstanding opportunity to acquire the broadcasting station you have been waiting to own. Best South Dakota city. Over $60,000.00 volume in 1953. Home, equipment and sixteen acres. Plenty of business. Net profit exceeds $20,000.00 yearly. Takes about $40,000.00 to handle. Write, wire or call Mr. D. W. Smith, % Larson Realty Company, 2431 Hennepin Ave., KEnwood 3022, Minneapolis, Minnesota.

Free list of good radio buys now ready. **Jack L. Stoll & Associates,** 4958 Melrose Ave., Los Angeles 29, California.

Radio and television stations bought and sold. Theatre Exchange, Licensed Brokers, Portland 22, Oregon.

Equipment Etc.

3kw Westinghouse FM3 transmitter, 97.3 mc crystals, 10 loop Collins C-100 antenna, 280 feet Commercial Products line plus fittings, Hewlett-Packard frequency and modulation monitor, 2 RCA turntables and Western Electric 25-B audio console. Box 392D, B•T.

We Want
Real Honest to Gosh
NEWSMAN
Editing • Writing
Airing • Gathering

Imagination
Experience

OPPORTUNITY
Send
Audition • Background
To
Oregon's Oldest & Most Progressive
KGW
Portland, Oregon

Originality
Congeniality

We Want
DISC JOCKEY
Top Rating • Real Salesman
Personal • Intimate • Informal

For Sale—(Cont'd.)

One kw, am, Raytheon transmitter. Used 7000 hours. Like new condition. Available immediately. We went to 5000. Box 591D, B•T.

GR 916A bridge and 670F decade resistor, excellent condition. First certified check $375.00. Box 609D, B•T.

GE 250 watt fm transmitter, model 4BT1A1 with one kw fm amplifier, complete with modulation and frequency monitors, perfect operating condition, 104.9 mc. Fifteen hundred dollars. KURV, Edinburg, Texas.

349 foot Truscon tower with base insulator, type C. Recently painted. Ready to ship out August 15. Make offer. Contact WCAW, Charleston, West Virginia. Post Office Box 2791. Telephone 3-7503.

Truscon 286' triangular self-supporting, non-insulated, type D-30 steel tower. $3,500.00 dismantled f.o.b. Baltimore, Maryland. Contact Chief Engineer, WFBR, Baltimore 2, Md.

558-ft. self-supporting tv tower type F-30 Truscon. In storage. Can deliver immediately. WIRE, Indianapolis, Indiana.

No longer needed, guaranteed excellent condition shipped post-paid and insured. 1. General Radio type 1170-A frequency and modulation monitor 97.7 mc. $700.00. 2. Presto T.L.-10 tape drive 7½ and 15. $95.00. 3. RCA type BE-1A variable line equalizer. $95.00. 4. Westinghouse FM-1 transmitter 1-kw 97.7 mc. Low bidder gets it. WISR, Paul Rex, Butler, Pennsylvania.

230' insulated self supporting tower. Suitable for am and fm or tv. $1900. Two bay RCA batwing fm antenna. $300. WPAG-TV, Ann Arbor, Michigan.

Projectors: On hand for immediate delivery, the new Holmes TP projector. Regular price $2,385.00. Special for June $1,795.00, a real buy. Also rebuilt and in new condition, Holmes Model LT complete. Regular $1,800.00 seller. One only at $1,195.00. Gates Radio Company, Quincy, Illinois. Telephone 8202 Ask for Mr. Whitman.

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, Conelrad frequencies, crystal, regrinding etc., fastest service. Also monitor and frequency measuring service. Eidson Electronic Co., Temple, Texas. Phone Prospect 3-3901.

For Rent: Professional television cameras and crews for remote or studio use. Universal Broadcasting System, 2193 Commonwealth Ave., Boston 35, Mass.

New am, fm, Schafer remote control equipment in original packings; available because going combo instead of remote; price under cost; terms. J. S. Riggs, 302 E. Church Street, Elmira, New York.

One Blaw Knox insulated self-supporting tower. Type CK, 364'. $5,000.00 dismantled. J. M. Hamilton & Co., Box 2432, Gastonia, N. C.

Wanted to Buy

Stations

Manager with proven sales record would like to buy or lease a station in the south. Hard worker with references and ability. Box 395D, B•T.

Broadcaster wants small am station Maryland, Virginia area or midwest. Deal with owner only. Box 563D, B•T.

Radio station in small market. Good price assured even though operation is not showing a profit—But must have potential. Replies kept confidential. Box 615D, B•T.

Equipment, etc.

Want used 300MM beacon and flasher. Box 455D, B•T.

We wish to purchase complete equipment for uhf station. Box 589D, B•T.

GR frequency monitor type 475-O and modulation monitor type 731-B or other similar make. One am console, two 16" turntables, with or without pickups, 160' to 170' guyed tower. Box 594D, B•T.

Used 250 watt am broadcast transmitter. Radio Station WMS, Williamstown, Mass.

Wanted to Buy—(Cont'd.)

High quality disc recorder and associated equipment. Foster Radio Engineering, Escanaba, Michigan.

Used camera chain wanted for instructional purposes. Northwest Broadcasting School, 527 S.W. 12th, Portland, Oregon.

Instruction

FCC operator license quickly. Individualized instruction correspondence or residence. Free brochure. Grantham, 6064 Hollywood Blvd., Hollywood, California.

Help Wanted

Managerial

CAN YOU

take charge of well-known professional broadcasting school in Boston? Interview, audition, enroll students? Contact high school principals, speak to student groups? Contact station managers to place graduates? Can you handle administrative details, paper work, correspondence, teach? Long hours, easy work, terrific growth opportunity after you prove your worth. Want young but mature man, preferably single, with some broadcasting experience in sales, announcing, or promotion. Also consider broadcasting school executive or outstanding broadcasting school graduate. Tell why you want this position. Send letter, resume, photo, salary requirements to

Box 611D, B•T

Television

Help Wanted

Salesmen

A REAL OPPORTUNITY IN TELEVISION TIME SALES

Leading national TV station representative has opening in Chicago for a top-flight time salesman. Write complete background, experience and salary expected. The men in this organization are aware of this advertisement. Box 610D, B•T.

For Sale

Equipment

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

Miscellaneous

THE BEST IN COMPLETE
ERECTION OF TOWERS
ANTENNA LIGHTS CO-AX CABLE
WRITE CALL WIRE
J. M. HAMILTON & COMPANY
PAINTING ERECTION MAINTENANCE
YEARS OF EXPERIENCE
Box 2432, Tel. 4-2115, Gastonia, N. C.

Employment Services

BROADCASTERS
EXECUTIVE PLACEMENT SERVICE
Executive Personnel for Television and Radio
Effective Service to Employer and Employee
HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

FOR THE RECORD

(Continued from page 92)

$38,000. Southern Va. Bcstg. is licensee of WSVS-AM-FM Crewe, Va. Principals include President **C. S. Willis** (11%); Treasurer **E. M. Schaubach** (7.5%); **J. P. Quisenberry** (10.9%), and **W. L. Willis** (21.3%). Filed May 28.

Hearing Cases . . .

INITIAL DECISION

Dothan, Ala.—Vhf ch. 9. FCC Hearing Examiner Claire W. Hardy issued initial decision looking toward grant of the application of Ala-Fla-Ga Television Inc. for CP for new tv station on ch. 9 in Dothan, Ala., engineering condition, and denial, for default, of competing application of WOOF Television Corp. Action May 27.

OTHER ACTIONS

Naples, Fla.—Collier County Bcstrs. Inc. FCC by order, granted protest of Robert Hecksher, licensee of WYMR Ft. Myers, Fla., requesting reconsideration of Commission action of April 14 in granting application of Collier County for new am station on 1430 kc, 500 w, D; ordered that the effective date of the April 14 grant be stayed and designated said application of Collier for hearing on July 2, and placed burden of proof upon Collier County in this proceeding. Action June 2.

KSTP St. Paul, Minn.—FCC by memorandum opinion and order, denied petition of KSTP St. Paul, Minn., filed March 12, for reconsideration or rehearing on the Commission's own motion of its decision in re grant of CP on April 22, 1952, to Fort Industry Co. (now Storer Bcstg. Co.) (WJBK), Detroit, Mich., to change facilities from 1490 kc with 250 w, U, to 1500 kc, with 5 kw N, 10 kw day, DA-2. Action June 2.

WMID Atlantic City, N. J.—Mid-Atlantic Bcstg. Co. FCC designated for hearing application for transfer of control of licensee from Robert Endicott to Arthur A. Handler et al. and application for renewal of license. Action June 2.

Bluefield, W. Va.—Vhf ch. 6 proceeding. FCC scheduled for hearing application of Southern Va. Tv Inc. and Daily Telegraph Printing Co. for new tv station on ch. 6 to begin July 2. Action June 2.

Hearing Calendar . . .

June 7

Chicago, Ill.—Vhf ch. 2, further hearing before Examiner Herbert Sharfman—Zenith Radio Corp., WBBM-TV.

Paducah, Ky.—Vhf ch. 6, further hearing before Examiner William G. Butts—Columbia Amusement Co., Paducah Newspapers Inc.

Omaha, Neb.—Vhf ch. 7, further hearing before Examiner Isadore A. Honig—KFAB, Herald Corp.

Odessa, Tex.—Vhf ch. 7, further hearing before Examiner John P. Poindexter — KOSA, KECK, The Odessa Tv Co.

June 10

Detroit, Mich.—Uhf ch. 60, further hearing before Examiner William G. Butts—WJLB, WCBO.

June 11

Wichita Falls, Tex., Lawton, Okla.—New am, 1050 kc, further hearing before Examiner Thomas H. Donahue—W. Erle White tr/as White Radio Co., Wichita Falls; Lawton Bcstg. Co., Progressive Bcstg. Co., Lawton.

San Antonio, Tex.—Vhf ch. 12, further hearing before Examiner James D. Cunningham—KONO, The Walmac Co.

Routine Roundup . . .

May 27 Decisions

ACTIONS ON MOTIONS

The following action on motions were taken as indicated:

By Hearing Examiner J. D. Bond

Roanoke, Va., Times-World Corp., Radio Roanoke Inc.—Granted petition of Times-World for leave to amend its application for ch. 7 (Docket 10655; BPCT-1056), to show current information about applicant's officers, etc.

By Hearing Examiner Charles J. Frederick

Pittsburgh, Pa., Westinghouse Bcstg. Co.—Granted petition for leave to amend its application for ch. 11 (Docke 8694 et al). (Action taken 5/25).

Hastings, Neb., The Seaton Pub. Co.—Ordered that the taking of oral testimony in proceeding re ch. 5 (Docket 10965) shall commence on June 3. (Action taken 5/26).

By Hearing Examiner William G. Butts

Binghamton, N. Y., Southern Tier Radio Service Inc.; Endicott, N. Y., Ottaway Stations Inc.—Granted request of Southern Tier for an extension of time from June 4 to June 18 in which to file proposed findings in re ch. 40 (Dockets 10681-

82), and that replies thereto may be filed not later than June 25 instead of June 11 as presently scheduled.

By Hearing Examiner John B. Poindexter

Issued an Order which shall control the subsequent course of the hearing in re applications of Greater Huntington Radio Corp. and Huntington Broadcasting Corp. for ch. 13 at Huntington, W. Va.; the taking of testimony to begin on June 28 (Dockets 10863, 10865).

By Commissioner E. M. Webster

KGB San Diego, Calif., Don Lee Bcstg. System—Granted request of General Teleradio Inc., to dismiss application of KGB (Docket 7497; BP-4330). (Corporate name of Don Lee Bcstg. System has been changed to General Teleradio Inc.)

May 28 Applications

ACCEPTED FOR FILING

License for CP

WOWO Fort Wayne, Ind., Westinghouse Bcstg. Co.—License to cover CP (BP-4019), as mod., which authorized increase power, install new transmitter and directional antenna for night use; change transmitter location and change name to Westinghouse Bcstg. Co. (BL-5310).

KANN Sinton, Tex., San Patricio Bcstg. Co.—License to cover CP (BP-8758) which authorized new standard broadcast station and specify studio location (BL-5315).

KENE Toppenish, Wash., Radio Bcstrs. Inc.—License to cover CP (BP-9024) which authorized new standard broadcast station (BL-5316).

KOVE Lander, Wyo, Edward J. Breece—License to cover CP (BP-8854) which authorized change frequency, increase power, change type transmitter, install DA-N, make changes in antenna system and changes in the directional antenna system (BL-5313).

KFMU (FM) Glendale, Calif., Nicholas M. Brazy—License to cover CP (BPH-1899) which authorized new fm station (BLH-968).

Renewal of License

WHUM Reading, Pa., Eastern Radio Corp.—(BR-1401).

WSHS (FM) Floral Park, Fla., Board of Education, Sewanhaka High School—(BRED-9).

WBOE (FM) Cleveland, Ohio, Cleveland City Board of Education (Mark C. Schinnerer, Supt.)—(BRED-1).

Modification of CP

WKNE-TV Keene, N. H., WKNE Corp.—Mod. of CP (BPCT-1300), as mod., which authorized new tv station for extension of completion date to March, 1955 (BMPCT-2146).

WHBQ-TV Memphis, Tenn., Harding College—Mod. of CP (BPCT-563), as mod., which authorized new tv station to extend completion date to 12-30-54 (BMPCT-2147).

June 1 Applications

ACCEPTED FOR FILING

Application Returned

KVKM Monahans, Tex., Monahans Bcstrs.—Voluntary transfer of control of licensee corporation from Doris D. King to J. Ross Rucker, Joe Vandiver and G. C. Greenlee. (Not signed by transferees.)

Modification of CP

WFAM-TV Lafayette, Ind., WFAM Inc.—Mod. of CP (BPCT-753) as mod., which authorized new tv station for extension of completion date to Jan. 1955 (BMPCT-2143).

KOAM-TV Pittsburg, Kan., Mid-Continent Telecasting Inc.—Mod. of CP (BPCT-656) as mod., which authorized new tv station for extention of completion date to 1-1-55 (BMPCT-2141).

WOSU-TV Columbus, Ohio, The Ohio State—Mod. of CP (BPET-23) which authorized new non-commercial tv station for extension of completion date to 1-1-55 (BMPET-36).

WHCO Sparta, Ill., Hirsch Communication Engineering Corp.—Mod. of CP (BP-7803) as mod., which authorized new standard broadcast station for extension of completion date (BMP-6536).

WWBG Bowling Green, Ohio, Howard R. Ward—Mod. of CP (BP-7409) which authorized new standard broadcast station for extension of complete date (BMP-6535).

License for CP

WSPN Saratoga Springs, N. Y., SPA Bcstrs. Inc.—License to cover CP (BP-6808) as mod., which authorized a new standard broadcast station (BL-5319).

KBOY Medford, Ore., Clarence E. Wilson & P. D. Jackson d/b as Medford Bcstg. Co.—License to cover CP (BP-8561) which authorized new standard broadcast station (BL-5320).

WRIO Rio Piedras, The Master Bcstg. Corp.—License to cover CP (BP-9056) which authorized increase in daytime power and installation of transmitter (BL-5321).

Renewal of License

WKBW Buffalo, N. Y., WKBW Inc. (BR-222); **WSAN Allentown, Pa., LeHigh Valley Bcstg. Co.** (BR-334); **WVAM Altoona, Pa., The General Bcstg. Corp.** (BR-2162); **WAVL Apollo, Pa., Tri-Borough Bcstg. Co.** (BR-1821); **WVCH Chester, Pa., James M. Tisdale** (BR-2043); **WBPZ Lock Haven, Pa., Lock Haven Bcstg. Corp.** (BR-1478); **WPIT Pittsburgh, Pa., WPIT Inc.** (BR-1662); **WPXY Punxsutawney, Pa., Jefferson Bcstg. Co.** (BR-2922); **WRAW Reading, Pa., Reading Bcstg Co.** (BR-372); **WQAN Scranton, Pa., *The Scranton Times*** (BR-374); **WSCR Scranton, Pa., Lackawanna Valley Bcstg. Co.** (BR-1683); **WVPO Stroudsburg, Pa., Pocono Bcstg. Inc.** (BR-1655); **WRAK Williamsport, Pa., WRAK Inc.** (BR-319); **WWPA Williamsport, Pa., Williamsport Radio Bcstg Associates Inc.** (BR-2295); **WNOW York, Pa., The Helm Co.** (BR-1988).

Remote Control

KGKB Tyler, Tex., Lucille Ross Lansing (BRC-407).

Application Returned

WLCX La Crosse, Wis., Bermac Radio Inc.—Voluntary assignment of license to Ottumwa Telecasting Corp. (Filed on wrong form.)

Modification of CP

WBEN-FM Buffalo, N. Y., WBEN, Inc.—Mod. of CP (BPH-1897 for auxiliary transmitter) for extension of completion date.

KUTF (FM), Frank C. Carman, et al d/b as Utah Bcstg. & Television Co. Salt Lake City, Utah—Mod. of CP (BPH-1866) as mod., for extension of completion date. (BMPH-4921).

WMAZ-TV Warner Robbins, Ga., Southeastern Bcstg. Co.—Mod. of CP (BPCT-473) as mod., which authorized new tv station for extension of completion date to Dec. 1954 (BMPCT-2151).

WNBQ (TV) Chicago, Ill., NBC—Mod. of CP (BPCT-1432) as mod., which authorized changes in facilities of existing tv station, for extension of completion date to 8-1-54 (BMPCT-2130).

WTLB (TV) La Crosse, Wis., La Crosse Tv Corp.—Mod. of CP (BPCT-1668) which authorized new tv stations for extension of completion date to 9-30-54 (BMPCT-2144).

License for CP

KMMT (TV) Austin, Minn., Minnesota-Iowa Tv Co.—License to cover CP (BPCT-841) as mod. which authorized a new tv station (BLCT-206).

June 2 Decisions

BROADCAST ACTIONS

Actions of May 28

KFGQ Boone, Iowa, Boone Biblical College—Granted permission to be off the air Monday, May 31, so that entire staff can attend a picnic.

Granted License

WGBH-FM Boston, Mass., WGBH Educational Foundation—Granted license covering changes in non-commercial educational station; ch. 209 (89.7 mc), 15.5 kw, U (BLED-150).

WKBV Richmond, Ind., Central Bcstg. Corp.—Granted license covering change in transmitter and studio location and installation of new antenna system (BL-5312).

Modification of CP

The following were granted mod. of CP's for extension of completion dates as shown:

WANA Anniston, Ala., to 7-24-54; WEAT West Palm Beach, Fla., to 12-14-54; WKNE-TV Keene, N. H., to 12-22-54; WOSU-TV Columbus, Ohio, to 1-1-55.

Actions of May 27

Remote Control

WKAI Macomb, Ill., The Macomb Bcstg. Co.—Granted authority to operate transmitter by remote control.

Actions of May 26

Remote Control

The following stations were granted authority to operate transmitters by remote control:

KPIG Cedar Rapids, Iowa; WINI Murphysboro, Ill.; WWIN Baltimore, Md.

Modification of CP

WJNO-TV West Palm Beach, Fla., Palm Beach Television Inc.—Granted mod. of CP to change corporate name to WJNO-TV Inc. and designate studio site as Palm Beach instead of West Palm Beach (BMPCT-2136).

WOKJ Jackson, Miss., Dixieland Bcstg. Co.—Granted mod. of CP for approval of antenna, transmitter location; condition (BMP-6521).

WRCD Dalton, Ga., Whitfield Bcstg Co.—Granted mod. of CP for approval of antenna, transmitter location and specify studio location; condition (BMP-6522).

KVOS-TV Bellingham, Wash., KVOS Inc.—Granted mod. of CP for extension of completion date to 12-24-54 (BMPCT-2138).

WTPA (TV) Harrisburg, Pa., Harrisburg Bcstrs. Inc.—Granted mod. of CP for extension of completion date to 12-20-54 (BMPCT-2139).

Action of May 25

Modification of CP

WABO Waynesboro, Miss., New Laurel Radio Station Inc.—Granted mod. of CP for approval of antenna, transmitter and studio location; condition (BMP-6440).

Actions of May 24

Granted License

WCAC Anderson, S. C., Wilton E. Hall—Granted license for changes in fm station; ch. 266 (101.1 mc), 6.4 kw, U (BLH-961).

WHHM Mid-South Bcstg. Corp., Memphis, Tenn.—Granted license covering change in alternate main transmitter location (BL-5317).

WMCH Church Hill, Tenn., Twin Cities Bcstg. Co.—Granted license for am broadcast station; 1260 kc, 1 kw, D (BL-5306).

WMOK Metropolis, Ill., Fort Massac Bcstg. Co.—Granted license covering increase in power and change in main studio location; 920 kc, 1 kw, D (BL-5309).

KCSR Chadron, Neb., Community Service Radio Corp.—Granted license for am broadcast station; 1450 kc, 250 w, U (BL-5308).

KIVY Crockett, Tex., The Pioneer Bcstg. Co.—Granted license covering change of facilities; type transmitter and changes in antenna system; 1290 kc, 500 w, D (BL-5271).

WFKN Franklin, Ky., Franklin Bcstg. Co.—Granted license for am broadcast station; 1220 kc, 250 w, D (BL-5289).

KGTV (TV) Des Moines, Iowa, Rib Mountain Radio, Inc.—Granted mod. of CP to change corporate name to Rib Mountain Television Inc. (BMPCT-2133).

KETX Tyler, Tex., Jacob A. Newborn Jr.—Granted mod. of CP for extension of completion date to 12-1-54.

AM and VHF

Controlling Interest

$200,000.00

Regional profitable radio station with vhf tv nearly completed. Wealthy area in sales, population, potential. Excellent opportunity.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
235 Montgomery St.
Exbrook 2-5672

Higher Tower, Higher Power

add 10,000 sq. mile coverage area

Tower:	Now 1019 feet
Power:	Now 100,000 watts
Households:	37.5%*
Farm Households:	50.4%
Tv Homes:	30%
Retail Sales:	33%
Farm Income:	50.4%
Food Store Sales:	35.5%
Drug Store Sales:	22%
Counties Covered:	46%

For topnotch national and local programming, topnotch facilities, topnotch signal and a topnotch market, see WFBM-TV.

** Data, based on Nov. Nielsen, compares new A & B coverage area with coverage prior to power-tower increase.*

WFBM-TV

Indianapolis • CBS

Represented Nationally by the Katz Agency

Affiliated with WEOA, Evansville; WFDF, Flint; WOOD AM & TV, Grand Rapids

TELESTATUS

June 7, 1954

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations in *italics* are grantees, not yet operating.

ALABAMA

Birmingham—
►**WABT (13) CBS, ABC, DuM; CBS Spot Sls.; 225,000**
►WBRC-TV (6) NBC; Katz; 219,454
WJLN-TV (48), 12/10/52—Unknown
Dothan†—
Ala-Fla-Ga Tv Inc. (9) Initial Decision 5/26/54
Decatur†—
WMSL-TV (23) Walker; 12/26/52-6/21/54
Mobile†—
►**WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 72,500**
►WKAB-TV (48) CBS, DuM; Forjoe; 60,800
The Mobile Tv Corp. (5) Initial Decision 2/12/54
Montgomery—
►**WCOV-TV (20) ABC, CBS, NBC, DuM; Raymer; 30,200**
WSFA-TV (12) Headley-Reed; 3/25/54-11/15/54
Munford†—
*Alabama Educational Tv Commission (*7) 6/2/54-Unknown*
Selma†—
WSLA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
►**KTYL-TV (12) NBC, DuM; Avery-Knodel; 93,200**
Phoenix—
►KOOL-TV (10) ABC; Hollingbery; 93,200
►KPHO-TV (5) CBS, DuM; Katz; 93,200
Arizona Tv Co. (3) Initial Decision 5/25/54
Tucson—
►KOPO-TV (13) CBS, DuM; Forjoe; 24,306
►KVOA-TV (4) ABC, NBC; Raymer; 24,306
Yuma†—
►KIVA (11) DuM; Grant; 18,302

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown
Fort Smith†—
►**KFSA-TV (22) ABC, NBC, DuM; Pearson; 18,500**
American Television Inc. (5) Initial Decision 4/30/54
Hot Springs†—
KTVR (9) 1/20/54-Unknown
Little Rock—
►**KARK-TV (4) NBC; Petry**
►**KATV (7) (See Pine Bluff)**
KETV (23) 10/30/53-Unknown
Pine Bluff†—
►KATV (7) ABC, CBS; Avery-Knodel; 72,785
Texarkana—
►**KCMC-TV See Texarkana, Tex.**

CALIFORNIA

Bakersfield—
►KBAK-TV (29) ABC, DuM; Forjoe; 58,000
►**KERO-TV (10) ABC, CBS, NBC; Avery-Knodel; 109,692**
Berkeley (San Francisco)—
*KQED (*9) 7/24/53-July '54 (granted STA April 16)*
Chico—
►KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 42,220
Corona†—
KCOA (52), 9/16/53-Unknown
El Centro†—
KPIC-TV (16) 2/10/54-Unknown
Eureka†—
►KIEM-TV (3) ABC, CBS, NBC, DuM; Blair; 10,000
Fresno—
►KBID-TV (53) Meeker; 92,052
►KJEO-TV (47) ABC, CBS; Branham; 106,558
►KMJ-TV (24) CBS, NBC; Raymer; 85,841
Los Angeles—
KBIC-TV (22) 2/10/52-Unknown
►KABC-TV (7) ABC; Petry; 1,835,863
►KCOP (13) Katz; 1,835,863
►KHJ-TV (9) DuM; H-R; 1,835,863
►KNBH (4) NBC; NBC Spot Sls.; 1,835,863
►KNXT (2) CBS; CBS Spot Sls.; 1,835,863
►KTLA (5) Raymer; 1,835,863
►KTTV (11) Blair; 1,835,863
►**KTHE (*28)**

Newest Starters

Listed below are the newest stations that have started regular operation:

KFXJ-TV Grand Junction, Colo. (ch. 5), May 30.

KTEN (TV) Ada, Okla. (ch. 10), June 1.

Modesto†—
KTRB-TV (14) 2/17/54-Unknown
Monterey†—
►KMBY-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 385,234
Sacramento—
KBIE-TV (46) 6/26/53-Unknown
►KCCC-TV (40) ABC, CBS, NBC, DuM; Weed; 101,000
McClatchy Bcstg. Co. (10), Initial Decision 11/6/53
Salinas†—
►KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 384,761
San Diego—
►KFMB-TV (8) ABC, CBS, DuM; Petry; 214,771
►KFSD-TV (10) NBC; Katz; 214,771
KUSH (21) 12/23/53-Unknown
San Francisco—
KBAY-TV (20), 3/11/53-Unknown (granted STA Sept. 15)
►KGO-TV (7) ABC; Petry; 935,700
►KPIX (5) CBS, DuM; Katz; 935,700
►KRON-TV (4) NBC; Free & Peters; 935,700
►KSAN-TV (32) McGillvra; 41,134
San Jose†—
KQXI (11) 4/15/54-Unknown
San Luis Obispo†—
►KVEC-TV (6) DuM; Grant; 66,441
Santa Barbara—
►**KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 443,872**
Stockton†—
►KTVU (36) NBC; Hollingbery; 76,000
KHOF (13) 2/11/54-Unknown
Tulare (Fresno)—
►KVVG (27) DuM; Forjoe; 147,000

COLORADO

Colorado Springs—
►**KKTV (11) ABC, CBS, DuM; Hollingbery; 42,936**
►**KRDO-TV (13) NBC; McGillvra; 36,000**
Denver—
►KBTV (9) ABC; Free & Peters; 220,778
►KFEL-TV (2) DuM; Blair; 220,778
►KLZ-TV (7) CBS; Katz; 220,778
►KOA-TV (4) NBC; Petry; 220,778
*KRMA-TV (*6), 7/1/53-1954*
Grand Junction†—
►KFXJ-TV (5) NBC, DuM; Holman
Pueblo—
►KCSJ-TV (5) NBC; Avery-Knodel; 41,350
KDZA-TV (3). See footnote (d)

CONNECTICUT

Bridgeport—
*WCTB (*71), 1/29/53-Unknown*
►WICC-TV (43) ABC, DuM; Young; 72,340
Hartford†—
*WEDH (*24), 1/29/53-Unknown*
WGTH-TV (18), 10/21/53-Unknown
New Britain—
►WKNB-TV (30) CBS; Bolling; 176,068
New Haven—
WELI-TV (59) H-R; 6/24/53-Unknown
►WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 702,032
WNLC-TV (26) 12/31/52-Unknown

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

IN DETROIT
You Sell More on
CHANNEL
4
WWJ-TV
NBC Television Network
DETROIT
Associate AM-FM Station WWJ
Owned and Operated by THE DETROIT NEWS
National Representative
THE GEORGE P. HOLLINGBERY CO.

THE SPOTLIGHT'S ON
WEHT
IN THE
EVANSVILLE MARKET
DELIVERS MOST OF THE AUDIENCE MOST OF THE TIME*
*ARB Jan. 1954
WEHT provides the only CBS coverage of the Evansville, Indiana Tri-State. Fringe area VHF reception of other stations does not include CBS Network.
REPRESENTED
Nationally by MEEKER TV, Inc.
Regionally by ADAM YOUNG St. Louis, Mo.
WEHT Channel 50

KHQ 7 A-TV

Covers the prosperous Keokuk, Iowa Hannibal, Missouri Quincy, Illinois Area

There are 129,405 Families Unduplicated by service from any station outside KHQA-TV's Class B Contour

NOW 113,978 TELEVISION HOMES In KHQA-TV's 100 mv/m CONTOUR

Exclusive CBS and DuMont Television Outlet For Keokuk-Hannibal-Quincy Area

You need KHQA-TV—Channel 7 to cover this market

Represented by WEED TELEVISION

Chicago, New York, Detroit, Atlanta, Boston, Hollywood, San Francisco

Tower
886 Feet above Average Terrain
12 Bay RCA Antenna
36.3 KW ERP Now
316 KW ERP CP

For availabilities write:
WALTER J. ROTHSCHILD
National Sales Manager

Lee STATIONS
QUINCY, ILLINOIS
Affiliated with WTAD-AM-FM

Norwich†—
*WCTN (*63), 1/29/53-Unknown*
Stamford†—
WSTF (27), 5/27/53-Unknown
Waterbury—
► WATR-TV (53) ABC, DuM; Stuart; 124,800

DELAWARE

Dover†—
WHRN (40), 3/11/53-Unknown
Wilmington—
► WDEL-TV (12) NBC, DuM; Meeker; 211,522
WILM-TV (83), 10/14/53-Unknown

DISTRICT OF COLUMBIA

Washington—
► WMAL-TV (7) ABC; Katz; 595,600
► WNBW (4) NBC; NBC Spot Sls.; 612,000
► WTOP-TV (9) CBS; CBS Spot Sls.; 610,000
► WTTG (5) DuM; Blair; 612,000
WOOK-TV (50) 2/24/54-Unknown

FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown
Fort Lauderdale—
► WFTL-TV (23) NBC; Weed; 116,116
► WITV (17) ABC, DuM; Venard; 107,200 (also Miami)
Fort Myers†—
► WINK-TV (11) ABC; Weed; 7,580
Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 46,626
► WMBR-TV (4) ABC, CBS, NBC, DuM; CBS Spot Sls.; 261,006
WOBS-TV (30) Stars National; 8/12/53-Sept. '54
Miami—
► WITV (17) See Fort Lauderdale
WMIE-TV (27) Stars National; 12/2/53-9/30/54
*WTHS-TV (*2), 11/12/53-Unknown*
► WTVJ (4) ABC, CBS, NBC, DuM; Free & Peters; 244,600
WMFL (33), 12/9/53-Unknown
Orlando—
WDBO-TV (6) CBS, ABC, NBC, DuM; Blair; 10/14/53-6/15/54
Panama City†—
► WJDM (7) CBS; Hollingbery
Pensacola†—
► WEAR-TV (3) ABC; Hollingbery; 59,500
► WPFA (15) CBS, DuM; Young; 19,260
St. Petersburg—
► WSUN-TV (38) ABC, CBS, NBC, DuM; Weed; 71,200
Tampa†—
Tampa Times Co. (13), Initial Decision 11/30/53
WFLA-TV (8) Blair; Initial Decision 7/13/53
West Palm Beach—
WEAT-TV Inc. (12) Walker; 2/18/54-Sept. '54
► WIRK-TV (21) ABC, NBC, DuM; Weed; 23,650
WJNO-TV (5) NBC; Meeker; 11/4/53-8/15/54

GEORGIA

Albany†—
► WALB-TV (10) ABC, NBC; Burn-Smith; 41,564
Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 386,925
► WLWA (11) ABC, DuM; Crosley Sls.; 386,925
► WSB-TV (2) NBC; Petry; 413,235
WQXI-TV (36), 11/19/53-Summer '54
Augusta—
► WJBF-TV (6) ABC, NBC, DuM; Hollingbery; 89,600
► WRDW-TV (12) CBS; Headley-Reed; 93,000
Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 53,849
► WRBL-TV (4) CBS; Hollingbery; 61,471
Macon—
► WNEX-TV (47) ABC, NBC; Branham; 34,662
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 75,593
Rome†—
► WROM-TV (9) Weed; 98,219
Savannah—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Katz; 36,000
WSAV Inc. (3) Initial Decision 3/31/54
Thomasville†—
WCTV (6), 12/23/53-Unknown
Valdosta†—
WGOV-TV (37) Stars National; 2/26/53-9/1/54

IDAHO

Boise† (Meridian)—
► KBOI (2) CBS; Free & Peters; 33,500
► KIDO-TV (7) ABC, NBC, DuM; Blair; 33,000
Idaho Falls—
► KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna; 25,000
KIFT (8) ABC; Hollingbery; 2/26/53-Nov. '54
Nampa†—
KTVI (6) 3/11/53-Unknown
Pocatello†—
KISJ (6) CBS; 2/26/53-November '54
KWIK-TV (10) ABC; Hollingbery; 3/26/53-Nov. '54
Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-8/1/54

ILLINOIS

Belleville (St. Louis, Mo.)—
► WTVI (54) CBS, DuM; Weed; 239,000
Bloomington†—
► WBLN (15) McGillvra; 113,242
Champaign—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000
WCUI (21), 7/22/53-Unknown
*WTLC (*12), 11/4/53-Unknown*
Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,840,000
► WBKB (7) ABC; Blair; 1,840,000
► WGN-TV (9) DuM; Hollingbery; 1,840,000
WHFC-TV (26), 1/8/53-Unknown
WIND-TV (20), 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 1,840,000
WOPT (44) 2/10/54-Unknown
*WTTW (*11) 11/5/53-Fall '54*
Danville—
► WDAN-TV (24) ABC; Everett-McKinney; 30,000
Decatur—
► WTVP (17) ABC, DuM; George W. Clark; 80,000
Evanston†—
WTLE (32), 8/12/53-Unknown
Harrisburg†—
► WSIL-TV (22) ABC; Walker; 30,000
Joliet†—
WJOL-TV (48) Holman; 8/21/53-Unknown
Peoria—
► WEEK-TV (43) ABC, CBS, NBC, DuM; Headley-Reed; 146,546
► WTVH-TV (19) ABC, DuM; Petry; 130,000
Quincy† (Hannibal, Mo.)—
► KHQA-TV (7) (See Hannibal, Mo.)
► WGEM-TV (10) ABC, NBC; Avery-Knodel; 111,000
Rockford—
► WREX-TV (13) ABC, CBS; H-R; 181,623
► WTVO (39) NBC, DuM; Weed; 87,000
Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 264,811
Springfield—
► WICS (20) ABC, NBC, DuM; Young; 78,000

INDIANA

Bloomington—
► WTTV (4) ABC, CBS, NBC, DuM; Meeker; 530,630
Elkhart†—
► WSJV (52) ABC, NBC, DuM; H-R; 118,000
Evansville†—
► WFIE (62) ABC, NBC, DuM; Venard; 56,000
► WEHT (50) See Henderson, Ky.
Fort Wayne—
► WKJG-TV (33) ABC, CBS, NBC, DuM; Raymer; 78,937
Anthony Wayne Bcstg Co. (69), Initial Decision 10/27/53
Indianapolis—
► WFBM-TV (6) ABC, CBS, NBC, DuM; Katz; 475,000
WISH-TV (8) CBS; Bolling; 1/28/54-7/1/54 (granted STA April 5)
LaFayette†—
► WFAM-TV (59) NBC; Rambeau; 48,600
Muncie—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 71,300
Princeton†—
► WRAY-TV (52) Walker; 55,400
South Bend—
► WSBT-TV (34) ABC, CBS, NBC, DuM; Raymer; 105,665
Terre Haute†—
WTHI-TV (10) CBS; Bolling; 10/7/53-7/1/54
Waterloo†—
WINT (15) 4/6/53-6/15/54

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

IOWA

Ames—
► **WOI-TV (5) ABC, CBS, DuM; Weed; 240,000**
Cedar Rapids—
► **KCRI-TV (9) ABC, DuM; Venard; 116,444**
► WMT-TV (2) CBS; Katz; 227,280
Davenport (Moline, Rock Island)—
► WOC-TV (6) NBC; Free & Peters; 264,811
Des Moines—
► KGTV (17) Hollingbery; 46,713
► WHO-TV (13) NBC; Free & Peters
Fort Dodge†—
► KQTV (21) Pearson; 42,100
Mason City†—
► KGLO-TV (3) CBS, DuM; Weed
Sioux City—
KCTV (36), 10/30/52-Unknown
► KVTV (9) ABC, CBS, NBC, DuM; Katz; 107,870
KTIV (4) Hollingbery; 1/21/54-8/16/54
Waterloo—
► KWWL-TV (7) ABC, NBC, DuM; Headley-Reed; 106,230

KANSAS

Great Bend†—
KCKT (2) 3/3/54-Unknown
Hutchinson—
► KTVH (12) ABC, CBS, DuM; H-R; 117,096
Manhattan†—
*KSAC-TV (*8), 7/24/53-Unknown*
Pittsburg†—
► KOAM-TV (7) ABC, CBS, NBC, DuM; Katz; 57,565
Topeka—
KTKA (42), 11/5/53-Unknown
► WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 52,472
Wichita—
KAKE-TV (10) Hollingbery; 4/1/54-Sept. '54
► KEDD (16) ABC, NBC, Petry; 80,457

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown
Henderson† (Evansville, Ind.)—
► WEHT (50) CBS; Meeker; 49,033
Lexington†—
WLAP-TV (27) 12/3/53-See footnote (c)
WLEX-TV (18) 4/13/54-Unknown
Louisville—
► WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 369,634
► WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b).
WKLO-TV (21) See footnote (d)
WQXL-TV (41) Forjoe; 1/15/53-Summer '54
Newport†—
WNOP-TV (74) 12/24/53-Unknown

LOUISIANA

Alexandria†—
KALB-TV (5) Weed; 12/30/53-9/1/54
Baton Rouge—
► WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 49,000
WBRZ (2) Hollingbery; 1/28/54-9/1/54
Lafayette†—
KVOL-TV (10), 9/16/53-7/1/54
KLFY-TV (10), Rambeau; 9/16/53-7/1/54
Lake Charles†—
KPLC-TV (7) Weed; 11/12/53-9/1/54
► KTAG (25) CBS, ABC, DuM; Young; 17,000
Monroe—
► KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 137,500
KFAZ (43) See footnote (d)
New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Late '54
WCNO-TV (32) Forjoe; 4/2/53-Summer '54
► WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 254,484
► WJMR-TV (61) ABC, CBS, DuM; McGillvra; 65,691
WTLO (20), 2/26/53-Unknown
Shreveport—
► KSLA (12) ABC, CBS, NBC, DuM; Raymer; 39,650

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MAINE

Bangor†—
► **WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 64,000**
WTWO (2) 5/5/54-Unknown
Lewiston—
► **WLAM-TV (17) CBS, DuM; Everett-McKinney; 19,037**
Poland†—
WMTW (8) 7/8/53-Summer '54
Portland—
► **WCSH-TV (6) NBC; Weed; 89,875**
► WGAN-TV (13) ABC, CBS; Avery-Knodel
► WPMT (53) DuM; Everett-McKinney; 42,100

MARYLAND

Baltimore—
► **WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 547,494**
► WBAL-TV (11) NBC; Petry; 547,494
WITH-TV (72) Forjoe; 12/18/52-Fall '54
► WMAR-TV (2) CBS; Katz; 547,494
WTLF (18) 12/9/53-Summer '54
Cumberland†—
WTBO-TV (17) 11/12/53-Summer '54
Salisbury†—
WBOC-TV (16) Burn-Smith; 3/11/53-6/12/54 (granted STA Feb. 18)

MASSACHUSETTS

Adams (Pittsfield)†—
► WMGT (74) ABC, DuM; Walker; 134,110
Boston—
WBOS-TV (50) 3/26/53-Unknown
► WBZ-TV (4) NBC; Free & Peters; 1,179,281
*WGBH-TV (*2) 7/16/53-10/1/54*
WJDW (44) 8/12/53-Unknown
► WNAC-TV (7) ABC, CBS, DuM; H-R; 1,179,281
Brockton†—
WHEF-TV (62), 7/30/53-Fall '54
Cambridge (Boston)—
► **WTAO-TV (56) DuM; Everett-McKinney; 118,000**
New Bedford †—
WTEV-TV (28) Walker; 7/11/53-Summer '54
Pittsfield†—
WBEC-TV (64) 11/12/53-Unknown
Springfield—
► **WHYN-TV (55) CBS, DuM; Branham; 132,000**
► **WWLP (61) ABC, NBC; Hollingbery; 128,000**
Worcester—
WAAB-TV (20) 8/12/53-Aug. '54
► **WWOR-TV (14) ABC, DuM; Raymer; 45,640**

MICHIGAN

Ann Arbor—
► WPAG-TV (20) DuM; Everett-McKinney; 9,400
*WUOM-TV (*26), 11/4/53-Unknown*
Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Summer '54
WBKZ (64) see footnote (d)
Bay City (Midland, Saginaw)—
► **WNEM-TV (5) NBC, DuM; Headley-Reed; 205,160**
Cadillac†—
► **WWTV (13) ABC, CBS, DuM; Weed; 42,772**
Detroit—
WCIO-TV (62), 11/19/53-Unknown
► **WJBK-TV (2) CBS, DuM; Katz; 1,420,500**
► **WWJ-TV (4) NBC; Hollingbery, 1,277,991**
► **WXYZ-TV (7) ABC; Blair; 1,140,000**
East Lansing†—
► **WKAR-TV (*60)**
Flint—
WJR Inc. (12), 5/12/54-Unknown
WTAC-TV (16) See footnote (d)
Grand Rapids—
► WOOD-TV (8) ABC, CBS, NBC, DuM; Katz; 429,984
Kalamazoo—
► WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 380,670
Lansing—
► WILS-TV (54) ABC, DuM; Venard; 43,000
► WJIM-TV (6) ABC, CBS, NBC, DuM; H-R; 260,000
Marquette†—
WAGE-TV (6) 4/7/54-Oct. '54
Muskegon†—
WTVM(35), 12/23/52-Unknown

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Saginaw (Bay City, Midland)—
► WKNX-TV (57) ABC, CBS; Gill-Perna; 100,000
WSBM-TV (51), 10/29/53-Unknown
Traverse City †—
WPBN-TV (7) Holman; 11/25/53-7/15/54

MINNESOTA

Austin†—
► KMMT (6) ABC; Pearson; 90,689
Duluth† (Superior, Wis.)—
► **KDAL-TV (3) NBC; Avery-Knodel**
► WDSM-TV (6). See Superior, Wis.
► **WFTV (38) ABC, CBS, NBC, DuM; Young; 36,000**
Hibbing†—
KHTV (10), 1/13/54-Unknown
Minneapolis (St. Paul)—
► **WCCO-TV (4) CBS, DuM; Free & Peters; 452,300**
► **WTCN-TV (11) ABC; Blair; 427,000**
Family Bcstg. Corp. (9) Initial Decision 5/19/54
Rochester—
► **KROC-TV (10) NBC, DuM; Meeker; 70,000**
St. Paul (Minneapolis)—
► **KSTP-TV (5) NBC; Petry; 452,300**
► **WMIN-TV (11) ABC; Blair; 427,000**

MISSISSIPPI

Jackson—
► **WJTV (25) CBS, DuM; Katz; 50,224**
► WLBT (3) NBC; Hollingbery; 87,085
► **WSLI-TV (12) ABC; Weed; 88,650**
Meridian†—
► **WCOC-TV (30)**
► **WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 44,300**

MISSOURI

Cape Girardeau†—
KFVS-TV (12) CBS; Pearson; 10/14/53-Unknown
KGMO-TV (18), 4/16/53-Unknown
Clayton†—
KFUO-TV (30), 2/5/53-Unknown
Columbia—
► **KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 43,559**
Festus†—
KACY (14) See footnote (d)
Hannibal† (Quincy, Ill.)—
► KHQA-TV (7) CBS, DuM; Weed; 113,978
► **WGEM-TV (10) See Quincy, Ill.**
Jefferson City†—
Jefferson Tv Co. (13) Initial Decision 5/19/54
Joplin†—
KSWM-TV (12) CBS; Venard; 12/23/53-8/15/54
Kansas City—
► KCMO-TV (5) ABC, DuM; Katz; 395,230
► KMBC-TV (9) CBS; Free & Peters; 395,230
► **WDAF-TV (4) NBC; Harrington, Righter & Parsons; 395,230**
► WHB-TV (9) CBS; Blair; 395,230
Kirksville†—
KTVO (3) 12/16/53-8/16/54
St. Joseph—
► **KFEQ-TV (2) CBS, DuM; Headley-Reed; 102,435**
St. Louis—
KACY (14) See Festus
*KETC (*9) 5/7/53-July '54*
► **KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls; 632,998**
► **KSTM-TV (36) ABC; H-R; 215,000**
WIL-TV (42), 2/12/53-Unknown
► **WTVI (54) See Belleville, Ill.**
KWK-TV (4) 4/21/54-Unknown
Sedalia†—
KDRO-TV (6) Pearson; 2/26/53-7/1/54
Springfield†—
► KTTS-TV (10) CBS, DuM; Weed; 44,676
► **KYTV (3) ABC, NBC; Hollingbery; 46,080**

MONTANA

Billings†—
► **KOOK-TV (2) ABC, CBS, DuM; Headley-Reed; 10,000**
Butte†—
► **KOPR-TV (4) CBS, ABC; Hollingbery; 7,000**
► KXLF-TV (6). No estimate given.
Great Falls†—
► **KFBB-TV (5) CBS, DuM; Headley-Reed; 4,100**
Missoula†—
KGVO-TV (13) CBS; Gill-Perna; 3/11/53-7/1/54

NEBRASKA

Holdrege (Kearney)—
► KHOL-TV (13) CBS, DuM; Meeker; 33,000
Lincoln—
KFOR-TV (10) See footnote (d)
► KOLN-TV (12) ABC, CBS, DuM; Avery-Knodel; 82,607
Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 283,150
► WOW-TV (6) DuM, NBC; Blair; 245,038

NEVADA

Las Vegas†—
► **KLAS-TV (8) ABC, CBS, NBC, DuM; Weed; 14,720**
Reno†—
► **KZTV (8) ABC, CBS, NBC, DuM; Pearson; 13,623**

NEW HAMPSHIRE

Keene†—
WKNE-TV (45), 4/22/53-Unknown
Manchester†—
► WMUR-TV (9) ABC, DuM; Weed; 220,000
Mt. Washington†—
WMTW (8) See Poland, Me.

TED M. NELSON (r), general manager of WFIE (TV) Evansville, Ind., looks over plans with Harvey Shellito, chief engineer, for an addition to the WFIE building in the station's expansion program.

NEW JERSEY

Asbury Park†—
► **WRTV (58) 107,000**
Atlantic City—
WFPG-TV (46) see footnote (d)
WOCN (52), 1/8/53-Unknown
Camden†—
WKDN-TV (17), 1/28/54-Unknown
Newark (New York City)—
► **WATV (13) Weed; 4,150,000**
New Brunswick†—
*WTLV (*19), 12/4/52-Unknown*

NEW MEXICO

Albuquerque†—
► KGGM-TV (13) CBS; Weed; 43,797
► KOAT-TV (7) ABC; Hollingbery; 40,000
► KOB-TV (4) NBC, DuM; Branham; 43,797
Roswell†—
► **KSWS-TV (8) ABC, CBS, NBC, DuM; Meeker; 21,118**

NEW YORK

Albany (Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
► WROW-TV (41) ABC, CBS, DuM; Bolling; 82,000
*WTVZ (*17), 7/24/52-Unknown*
Binghamton—
► **WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 274,238**
*WQTV (*46), 8/14/52-Unknown*
Bloomingdale† (Lake Placid)—
WIRI (5) 12/2/53-Summer '54
Buffalo—
► **WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 403,210. See footnote (a).**
► **WBUF-TV (17) ABC, CBS, NBC, DuM; H-R; 135,000**
*WTVF (*23) 7/24/52-Unknown*
WGR-TV (2) NBC; Headley-Reed; 4/7/54-Aug. '54
Carthage† (Watertown)—
WCNY-TV (7) ABC, CBS; Weed; 3/3/54-Sept. '54
Elmira—
WECT (18) See footnote (d)
► WTVE (24) ABC, CBS, DuM; Forjoe; 31,000
Ithaca†—
WHCU-TV (20) CBS; 1/8/53-November '54
*WIET (*14), 1/8/53-Unknown*
Jamestown†—
WJTN-TV (58), 1/23/53-Unknown
Kingston—
► **WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker**
New York—
► **WABC-TV (7) ABC; Petry; 4,150,000**
► **WABD (5) DuM; Avery-Knodel; 4,150,000**
► **WATV (13) See Newark, N. J.**
► **WCBS-TV (2) CBS; CBS Spot Sls.; 4,150,000**
► **WNBT (4) NBC; NBC Spot Sls.; 4,150,000**
► **WOR-TV (9) WOR; WOR-TV Sls.; 4,150,000**
► **WPIX (11) Free & Peters; 4,150,000**
*WGTV (*25), 8/14/52-Unknown*
WNYC-TV (31) 5/12/54-Unknown
Rochester—
WCBF-TV (15), 6/10/53-Unknown
► **WHAM-TV (6) NBC; Hollingbery; 210,000**
► **WHEC-TV (10) ABC, CBS; Everett-McKinney; 210,000**
WRNY-TV (27), 4/2/53-Unknown
*WROH (*21), 7/24/52-Unknown*
► **WVET-TV (10) ABC, CBS; Bolling; 210,000**
Schenectady (Albany, Troy)—
► **WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls.; 302,250**
► **WTRI (35) CBS; Headley-Reed; 79,506**
Syracuse—
► **WHEN-TV (8) ABC, CBS, DuM; Katz; 345,000**
*WHTV (*43), 9/18/52-Unknown*
► **WSYR-TV (3) NBC; Headley-Reed; 345,000**
Utica—
WFRB (19), 7/1/53-Unknown
► **WKTV (13) ABC, CBS, NBC, DuM; Cooke; 139,000**

NORTH CAROLINA

Asheville†—
► **WISE-TV (62) ABC, CBS, NBC, DuM; Bolling; 22,525**
WLOS-TV (13) Venard; 12/9/53-Aug. '54
Chapel Hill†—
*WUNC-TV (*4), 9/30/53-September '54*
Charlotte—
► **WAYS-TV (36) ABC, NBC, DuM; Bolling; 45,000**
► **WBTV (3) CBS, NBC, DuM; CBS Spot Sls.; 398,591**
Durham†—
WTIK-TV (11) ABC; Headley-Reed; 1/21/54-9/1/54
Fayetteville†—
WFLB-TV (18) 4/13/54-Unknown
Gastonia†—
WNSC-TV (48) 4/7/54-Summer '54
Greensboro—
WCOG-TV (57) ABC; Bolling; 11/20/52-Unknown
► **WFMY-TV (2) ABC, CBS, DuM; Harrington, Righter & Parsons; 228,006**
Greenville—
► **WNCT (9) ABC, CBS, NBC, DuM; Pearson; 57,032**
Raleigh—
►**WNAO-TV (28) ABC, CBS, NBC, DuM; Avery-Knodel; 57,840**
Wilmington†—
► **WMFD-TV (6) NBC; Weed; 25,934**
WTHT (3) 2/17/54-Aug. '54
Winston-Salem—
► **WSJS-TV (12) NBC; Headley-Reed; 202,954**
► **WTOB-TV (26) ABC, DuM; H-R; 51,300**

NORTH DAKOTA

Bismarck†—
► KFYR-TV (5) CBS, NBC, DuM; Blair; 6,125
Fargo†—
► WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 42,260
Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown
Minot†—
► KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 20,190
Valley City†—
KXJB-TV (4) CBS; Weed; 8/5/53-July '54

OHIO

Akron—
► WAKR-TV (49) ABC; Weed; 56,199
Ashtabula†—
► WICA-TV (15) 20,000
Cincinnati—
*WCET (*48) 12/2/53-9/1/54*
► WCPO-TV (9) ABC, DuM; Branham; 490,000
► WKRC-TV (12) CBS; Katz; 490,000
► WLWT (5) NBC WLW Sls.; 490,000
WQXN-TV (54) Forjoe; 5/14/53-October '54
Cleveland—
WERE-TV (65), 6/18/53-Unknown
► WEWS (5) CBS; Branham; 1,030,000
► WNBK (3) NBC; NBC Spot Sls.; 878,660
► WXEL (8) ABC, CBS, DuM; Katz; 823,629
WHK-TV (19) 11/25/53-Unknown
Columbus—
► WBNS-TV (10) CBS; Blair; 307,000
► WLWC (4) NBC; WLW Sls.; 307,000
*WOSU-TV (*34), 4/22/53-Unknown*
► WTVN (6) ABC, DuM; Katz; 381,451
Dayton—
► WHIO-TV (7) ABC, CBS, DuM; Hollingbery; 637,330
WIFE (22) See footnote (d)
► WLWD (2) NBC; WLW Sls; 310,000
Elyria†—
WEOL-TV (31) 2/11/54-Fall '54
Lima—
WIMA-TV (5) Weed; 12/4/52-Summer '54
► WLOK-TV (73) NBC; H-R; 57,234
Mansfield†—
Fergum Theatres Inc. (36) Initial Decision 5/5/54
Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown
Steubenville—
► WSTV-TV (9) CBS; Avery-Knodel; 1,083,900
Toledo—
► WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 280,080
Youngstown—
► WFMJ-TV (73) NBC; Headley-Reed; 115,000
► WKBN-TV (27) ABC, CBS, DuM; Raymer; 117,777
WUTV (21) Petry; 9/25/52-Unknown
Zanesville—
► WHIZ-TV (50) ABC, CBS, NBC, DuM; Pearson; 35,000

OKLAHOMA

Ada†—
► KTEN (10) ABC; Venard
Ardmore†—
KVSO-TV (12) 5/12/54-Unknown
Enid†—
KGEO-TV (5) ABC; Pearson; 12/16/53-7/1/54
Lawton†—
► KSWO-TV (7) DuM; Everett-McKinney; 47,485
Miami†—
KMIV (58), 4/22/53-Unknown
Muskogee†—
KTVX (8) 4/7/54-Unknown
Oklahoma City—
► KMPT (19) DuM; Bolling; 98,267
► KTVQ (25) ABC, NBC; H-R; 106,344
► KWTV (9) CBS, DuM; Avery-Knodel; 256,102
► WKY-TV (4) ABC, NBC; Katz; 267,159
*KETA (*13) 12/2/53-Unknown*
Tulsa—
► KCEB (23) NBC, DuM; Bolling; 65,000
► KOTV (6) ABC, CBS, NBC, DuM; Petry; 229,100
KSPG (17) 2/4/54-Unknown

WATCH ANNOUNCEMENT OF *NEW* RAYMOND MASSEY SERIES JUNE 14

imperial WORLD films, inc.

CHICAGO, ILL.

OREGON

Eugene—
► KVAL-TV (13) NBC; Hollingbery
Medford—
► KBES-TV (5) ABC, CBS, NBC, DuM; Blair
Portland—
► KOIN-TV (6) ABC, CBS; Avery-Knodel; 182,283
► KPTV (27) ABC, NBC, DuM; NBC Spot Sls.; 172,571
Oregon Tv Inc. (12), Initial Decision 11/10/53
Salem†—
KSLM-TV (3), 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
WFMZ-TV (67) Avery-Knodel; 7/16/53-Summer '54
WQCY (39) Weed; 8/12/53—Unknown
Altoona—
► WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 428,774
Bethlehem—
► WLEV-TV (51) NBC; Meeker; 67,516
Chambersburg†—
► WCHA-TV (46) CBS, DuM; Forjoe; 15,500
Easton—
► WGLV (57) ABC, DuM; Headley-Reed; 75,410
Erie—
► WICU (12) ABC, NBC, DuM; Petry; 208,500
► WSEE (35) CBS; Avery-Knodel; 17,659
WLEU-TV (66) 12/31/53-Unknown
Harrisburg—
WCMB-TV (27) Cooke; 7/24/53-8/1/54
► WHP-TV (55) CBS; Bolling; 118,150
► WTPA (71) NBC; Headley-Reed; 118,150
Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown
Johnstown—
► WARD-TV (56) Weed
► WJAC-TV (6) CBS, NBC, DuM; Katz; 764,496
Lancaster—
► WGAL-TV (8) ABC, CBS, NBC, DuM; Meeker; 295,847
WWLA (21) Venard; 5/7/53-Fall '54
Lebanon†—
► WLBR-TV (15) 149,329
New Castle†—
► WKST-TV (45) DuM; Everett-McKinney; 139,578
Philadelphia—
► WCAU-TV (10) CBS; CBS Spot Sls; 1,609,667
► WFIL-TV (6) ABC, DuM; Katz; 1,833,160
WIBG-TV (23), 10/21/53-Unknown
► WPTZ (3) NBC; Free & Peters; 1,767,042
Pittsburgh—
► WDTV (2) ABC, CBS, NBC, DuM; DuM Spot Sls.; 975,230
► WENS (16) ABC, CBS; Petry; 307,149
► WKJF-TV (53) CBS, NBC, DuM; Weed; 300,000
► WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown
Reading—
►WEEU-TV (33) ABC, NBC; Headley-Reed; 54,206
► WHUM-TV (61) CBS; H-R; 175,000
Scranton—
► WARM-TV (16) ABC; Hollingbery; 150,000
► WGBI-TV (22) CBS; Blair; 155,000
► WTVU (73) Everett-McKinney; 150,424
Sharon†—
WSHA (39) 1/27/54-Unknown
Wilkes-Barre—
► WBRE-TV (28) NBC; Headley-Reed; 155,000
► WILK-TV (34) ABC, DuM; Avery-Knodel; 168,000
Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Summer '54
York—
► WNOW-TV (49) DuM; Forjoe; 72,000
► WSBA-TV (43) ABC; Young; 76,100

RHODE ISLAND

Providence—
► WJAR-TV (10) ABC, CBS, NBC, DuM; Weed; 1,109,060
► WNET (16) ABC, CBS, DuM; Raymer; 34,100
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA Sept. 23)

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

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And so do their sisters, their cousins and their aunts, not to mention their sons and daughters and old family retainers.

Better than a front seat on opening night — that's the way the folks of both Gilbert and Sullivan, N. Y., feel about Channel 8. And Gilbert and Sullivan are but two of more than 250 communities in upstate New York who find first night excitement every night in the week on WHEN-TV. They feel like true monarchs of the "see."

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DUMONT

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Everybody WATCHES

W·H·E·N TV

CHANNEL 8

SYRACUSE, N.Y.

SOUTH CAROLINA

Aiken†—
WAKN-TV (54) 10/21/53-Unknown

Anderson—
► WAIM-TV (40) CBS; Headley-Reed; 44,000

Camden†—
WACA-TV (15) 6/3/53-Unknown

Charleston—
► WCSC-TV (5) ABC, CBS, NBC, DuM; Free & Peters; 114,170
WUSN-TV (2) NBC, DuM; H-R; 3/25/54-9/26/54

Columbia—
► WCOS-TV (25) ABC; Headley-Reed; 51,989
► WIS-TV (10) NBC; Free & Peters; 102,572
► WNOK-TV (67) CBS, DuM; Raymer; 48,774

Florence†—
WBTW (8) CBS; 11/25/53-Sept. '54

Greenville—
► WFBC-TV (4) NBC; Weed; 287,266
► WGVL (23) ABC, DuM; H-R; 75,300

Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Sept. '54

SOUTH DAKOTA

Rapid City†—
KTLV (7) 2/24/54-Unknown

Sioux Falls†—
► KELO-TV (11) ABC, NBC; Raymer; 67,572

TENNESSEE

Chattanooga—
► WDEF-TV (12) ABC, CBS, NBC, DuM; Branham; 90,000

Jackson†—
WDXI-TV (9) Burn-Smith; 12/2/53-Aug. '54

Johnson City—
► WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 68,917

Brand New

List Price
$54.00
Professional Special Price
$37.80

"On the Air" Timer

Designed especially for Radio and TV!
Tells you exactly how much air time remains —in a single glance!

NOW—keep your mind on your program and not on the clock! Now, know whether to "stretch it out" or "wind it up" with split-second accuracy—and without distracting calculations!

- SYNCHRONIZED HANDS can be set for any combination of minutes and seconds on easy-to-read black and red reverse dials. STANDARD OUTER DIAL PERMITS USE AS CONVENTIONAL STOP WATCH!
- STOP AND GO ACTION: Invaluable at rehearsals; can be started and stopped at "times out," always tells you how much time left.

From the Makers of the Famous Minerva Stopwatch!

We are headquarters for
STOP-WATCH REPAIRS and SERVICING
All makes; prompt service
New Color Catalog Now Ready—Write Today

M. DUCOMMUN COMPANY
Specialists in Timing Instruments
580 Fifth Ave., New York 36 • PLaza 7-2540

Knoxville—
► WATE (6) ABC, NBC; Avery-Knodel; 78,626
► WTSK (26) CBS, DuM; Pearson; 65,500

Memphis—
► WHBQ-TV (13) ABC, CBS, DuM; Blair; 280,250
► WMCT (5) ABC, NBC, DuM; Branham; 280,250

Nashville—
► WSIX-TV (8) CBS; Hollingbery; 188,460
► WSM-TV (4) NBC, DuM; Petry; 188,460

Old Hickory (Nashville)—
WLAC-TV (5) Katz; 8/5/53-6/27/54

TEXAS

Abilene†—
► KRBC-TV (9) ABC, NBC, DuM; Pearson; 32,073

Amarillo—
► KFDA-TV (10) ABC, CBS; Branham; 49,798
► KGNC-TV (4) NBC, DuM; Katz; 49,798
KLYN-TV (7) 12/11/53-Unknown

Austin—
► KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 70,117

Beaumont†—
► KBMT (31) Forjoe
KTRM-TV (6) Initial Decision 7/22/53

Corpus Christi†—
KVDO (22) Young; 1/6/53-6/13/54 (granted STA May 7)
KTLG (43) 12/9/53-Unknown

Dallas—
KDTX (23) 1/15/53-Unknown
KLIF-TV (29) 2/12/53-8/1/54
► KRLD-TV (4) CBS; Branham; 383,721
► WFAA-TV (8) ABC, NBC, DuM; Petry; 337,000

El Paso—
► KROD-TV (4) ABC, CBS, DuM; Branham; 52,422
► KTSM-TV (9) NBC; Hollingbery; 41,229
KELP-TV (13) Forjoe; 3/18/54-Sept. '54

Ft. Worth—
► WBAP-TV (5) ABC, NBC; Free & Peters; 374,600

Galveston—
► KGUL-TV (11) ABC, CBS, DuM; CBS Spot Sls.; 276,000

Harlingen†—
► KGBT-TV (4) ABC, CBS, DuM; Pearson; 33,400

Houston—
► KNUZ-TV (39) DuM; Forjoe; 77,069
► KPRC-TV (2) NBC; Petry; 344,000
KTVP (23) 1/8/53-Unknown
► KUHT (*8) 281,500
KXYZ-TV (29) 6/18/53-Unknown
KTLJ (13), 2/23/54-Unknown

Longview†—
► KTVE (32) Forjoe; 22,131

Lubbock†—
► KCBD-TV (11) ABC, NBC; Pearson; 54,896
► KDUB-TV (13) CBS, DuM; Avery-Knodel; 54,896
KFYO-TV (5) Katz; 5/7/53-Unknown

Midland—
► KMID-TV (2) ABC, CBS, NBC, DuM; Venard; 32,350

San Angelo—
► KTXL-TV (8) CBS; Venard; 28,035

San Antonio—
KALA (35) 3/26/53-Unknown
► KGBS-TV (5) ABC, CBS, DuM; Katz; 193,778
► WOAI-TV (4) NBC; Petry; 193,778
KCOR-TV (41) O'Connell; 5/12/54-11/1/54

Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown

Temple—
► KCEN-TV (6) NBC; Hollingbery; 78,115

Texarkana (also Texarkana, Ark.)—
► KCMC-TV (6) ABC, CBS, DuM; Venard; 66,832

Tyler†—
► KETX (19) CBS, NBC, DuM; Pearson; 28,405
KLTV (7) 1/27/54-9/1/54

Victoria†—
KNAL (19) Best; 3/26/53-Unknown

Waco†—
► KANG-TV (34) ABC; Pearson; 28,000

Weslaco†—
► KRGV-TV (5) NBC; Raymer

Wichita Falls—
► KFDX-TV (3) ABC, NBC; Raymer; 64,495
► KWFT-TV (6) CBS, DuM; Blair; 85,300

UTAH

Provo†—
KOVO-TV (11) 12/2/53-Unknown

Salt Lake City—
► KDYL-TV (4) NBC; Blair; 161,325
► KSL-TV (5) ABC, CBS, DuM; CBS Spot Sls.; 161,325
KUTV (2) ABC; Hollingbery; 3/26/53-8/1/54

VERMONT

Montpelier†—
WMVT (3) CBS; Weed; 3/12/54-9/6/54

VIRGINIA

Danville†—
► WBTM-TV (24) ABC; Hollingbery; 18,114

Hampton (Norfolk)—
► WVEC-TV (15) NBC; Rambeau; 100,300

Harrisonburg†—
► WSVA-TV (3) ABC, CBS, NBC, DuM; Devney; 82,546

Lynchburg—
► WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 113,440

Newport News—
WACH-TV (33) See footnote (d)

Norfolk—
► WTAR-TV (4) ABC, CBS, DuM; Petry; 316,400
► WTOV-TV (27) ABC, DuM; Forjoe; 104,500
► WVEC-TV (15) See Hampton

Petersburg†—
Southside Virginia Telecasting Corp. (8) Initial Decision 5/25/54

Richmond—
WOTV (29) 12/2/53-Unknown
► WTVR (6) NBC; Blair; 450,144

Roanoke—
► WSLS-TV (10) ABC, CBS, NBC; Avery-Knodel; 255,358

WASHINGTON

Bellingham†—
► KVOS-TV (12) DuM; Forjoe; 65,806

Seattle—
► KING-TV (5) ABC; Blair; 351,100
► KOMO-TV (4) NBC; Hollingbery; 351,100
*KCTS (*9) 12/23/53-12/1/54*
Seattle Construction Co. (20) 4/7/54-Unknown

Spokane—
► KHQ-TV (6) ABC, NBC; Katz; 71,557
► KXLY-TV (4) CBS, DuM; Avery-Knodel; 70,404
Louis Wasmer (2) 3/18/54-Sept. '54

Tacoma—
► KMO-TV (3) Branham; 351,100
► KTNT-TV (11) CBS, DuM; Weed; 351,100

Vancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown

Yakima—
► KIMA-TV (29) ABC, CBS, NBC, DuM; Weed; 22,073

WEST VIRGINIA

Charleston†—
► WKNA-TV (49) ABC, DuM; Weed; 36,100
WCHS-TV (8) CBS; Branham; 2/11/54-7/15/54

Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-9/1/54

Fairmont†—
► WJPB-TV (35) ABC, NBC, DuM; Gill-Perna; 33,900

Huntington—
► WSAZ-TV (3) ABC, NBC, DuM; Katz; 411,792

Oak Hill (Beckley)†—
Robert R. Thomas Jr. (4) 6/2/54-Unknown

Parkersburg†—
► WTAP (15) ABC, DuM; Forjoe; 28,200

Wheeling—
WLTV (51) 2/11/53-Unknown
► WTRF-TV (7) ABC, NBC; Hollingbery; 267,701

WISCONSIN

Eau Claire†—
► WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 55,700

Green Bay—
► WBAY-TV (2) ABC, CBS, NBC, DuM; Weed; 191,253
WFRV-TV (5) 3/10/54-Unknown

La Crosse†—
WKBT (8) CBS, NBC, DuM; Raymer; 10/28/53-8/1/54
WTLB (38) 12/16/53-Unknown

Madison—
► WHA-TV (*21)
► WKOW-TV (27) CBS; Headley-Reed; 49,000
► WMTV (33) ABC, DuM; Meeker; 44,800

Marinette†—
WMBV-TV (11) NBC; George Clark; 11/18/53-August '54
Milwaukee—
► **WCAN-TV (25) CBS; Rosenman; 308,750**
► WOKY-TV (19) ABC, DuM; Gill-Perna; 297,500
► **WTMJ-TV (4) ABC, NBC, DuM; Harrington, Righter & Parsons; 675,358**
Milwaukee Area Telecasting Corp. (12) Initial Decision 5/20/54
Neenah†—
► **WNAM-TV (42) George Clark**
Superior† (Duluth, Minn.)—
► KDAL-TV (3). See Duluth, Minn.
► **WDSM-TV (6) CBS, DuM; Free & Peters; 48,700**
Wausau†—
WOSA-TV (16) Rambeau; 3/10/54-7/1/54
Wisconsin Valley Tv Corp. (7) 5/12/54-Unknown

WYOMING

Casper†—
KSPR-TV (2) 5/14/53-Unknown
Cheyenne†—
► **KFBC-TV (5) CBS, NBC; Hollingbery**

ALASKA

Anchorage†—
► KFIA (2) ABC, CBS; Weed; 9,000
► KTVA (11) NBC, DuM; Feltis; 8,000
Fairbanks†—
KFIF (2) ABC, CBS; 7/1/53-Unknown

HAWAII

Honolulu†—
► **KGMB-TV (9) CBS; Free & Peters; 53,000**
► KONA (11) DuM, NBC; NBC Spot Sls.; 53,000
► KULA-TV (4) ABC; Headley-Reed; 53,000

PUERTO RICO

San Juan†—
► **WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks**
► WKAQ-TV (2) CBS; Inter-American; 10,000

CANADA

Kitchener†—
► CKCO-TV (13) 50,000
London†—
► **CFPL-TV (10) CBS; 35,000**
Montreal—
► CBFT (2) 201,433
► CBMT (6) 201,433
Ottawa—
► **CBOT (4) 10,100**
St. John, N. B.—
► **CHSJ-TV (4) CBS**
Sudbury†—
► **CKSO-TV (5) ABC, CBS, NBC; All-Canada; 7,083**
Toronto—
► **CBLT (9) 222,500**
Vancouver—
► **CBUT (2) CBS**

MEXICO

Juarez† (El Paso, Tex.)—
► XEJ-TV (5) National Time Sales
Tijuana† (San Diego)—
► **XETV (6) Weed; 241,000**

Total stations on air in U. S. and possessions: 383; total cities with stations on air: 254. Both totals include XEJ-TV Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use 30,324,054.

***Indicates educational stations.**

† Cities NOT interconnected with AT&T.

(a) Figure does not include 309,309 sets which **WBEN-TV Buffalo reports it serves in Canada.**

(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.

(c) President Gilmore N. Nunn announced that construction of WLAP-TV has been temporarily suspended [B•T, Feb. 22]. CP has not been surrendered.

(d) The following station have suspended regular operations, but have not turned in CP's: KDZA-TV Pueblo, Colo.; WKLO-TV Louisville, Ky.; KFAZ (TV) Monroe, La.; WBKZ (TV) Battle Creek, Mich.; WTAC-TV Flint, Mich.; KACY (TV) Festus, Mo.; KFOR-TV Lincoln, Neb.; WFPG-TV Atlantic City, N. J.; WECT (TV) Elmira, N. Y.; WIFE (TV) Dayton, Ohio; WACH-TV Newport News, Va.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58TH STREET
NEW YORK 22, N. Y.
ELDORADO 5-0405

UPCOMING

JUNE

June 7-11: Seminar for writers and producers of in-school programs, sponsored by National Assn. of Educational Broadcasters, St. Louis.
June 13-15: Assn. of Independent Metropolitan Stations, Wentworth-by-the-Sea, Portsmouth, N. H.
June 13-16: American Marketing Assn., Ambassador Hotel, Atlantic City.
June 14-16: National Community Tv Assn., Hotel Park Sheraton, New York.
June 15 (and probably to end of week): Senate Communications Subcommittee resumes hearing on uhf, multiple ownership.
June 16-18: Summer Institute, U. of Michigan law school, study on official control vs. self-regulation of tv, radio, motion pictures and publishing.
June 17-18: D. C.-Maryland Broadcasters, Ocean City, Md.
June 17-19: Florida Assn. of Broadcasters, Biltmore Terrace, Miami Beach.
June 20-23: Advertising Federation of America, Hotel Statler, Boston.
June 21: Hearing on Langer bill (S 3294) to bar alcoholic beverage advertising in interstate commerce, Senate Business & Consumer Interests Subcommittee.
June 21-July 31: National Tv Institute, Pasadena (Calif.) Community Playhouse.
June 21-Aug. 17: Radio-tv institute, co-conducted by KNBC and KPIX (TV) San Francisco, Stanford U., Palo Alto, Calif.
June 27-30: Advertising Assn. of the West, Hotel Utah, Salt Lake City.
June 28: New York U. begins 6-week summer radio-tv institute.
June 28-30: Newspaper Advertising Executives Assn., Hotel Del Coronado, Coronado, Calif.
June 28-Aug. 6: Summer Institute of Radio & Tv, co-sponsored by NBC and Barnard College, New York.

SPECIAL LISTINGS

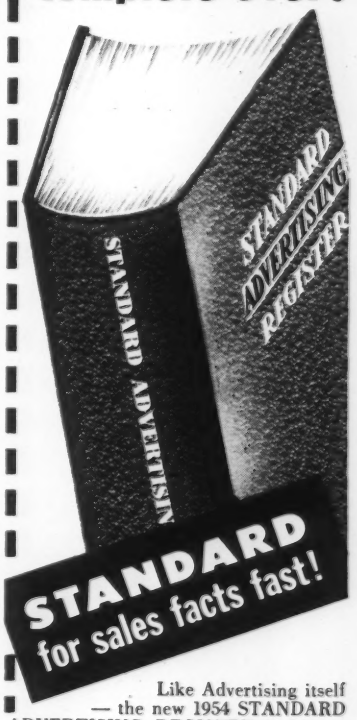
BMI Program Clinics

June 7: Royal Alexander Hotel, Winnipeg, Man.
June 9: Hotel Saskatchewan, Regina, Sask.
June 11: Hotel MacDonald, Edmonton, Alta.
June 14: Fort Cumberland Hotel, Amherst, N. S.
June 14: Hotel Finlen, Butte, Mont.
June 16: Sheraton-Plaza, Boston, Mass.
June 16: Bannock Hotel, Pocatello, Idaho
June 18: Poland Spring Hotel, Poland Spring, Me.
June 18: Hotel Utah, Salt Lake City, Utah
June 21: Broadmoor Hotel, Colorado Springs.
June 23: Marvin Hughitt Hotel, Huron, S. D.
June 25: Indianapolis Athletic Club, Indianapolis.

BAB Clinics

June 7: Louisville, Ky.
June 8: Atlanta, Ga.
June 10: Birmingham, Ala.
June 11: Memphis, Tenn.
June 14: New Orleans, La.
June 15: San Antonio, Tex.
June 17: Dallas, Tex.
June 18: Tulsa, Okla.
June 21: Omaha, Neb.
June 22: Des Moines, Iowa.
June 24: Minneapolis, Minn.
June 25: Dakotas.
July 12: Burlington, Vt.
July 13: Boston, Mass.
July 15: Syracuse, N. Y.
July 16: New York City.
July 19: Tampa, Fla.
July 20: Charlotte, N. C.
July 20: Detroit, Mich.
July 22: Richmond, Va.
July 23: Washington, D. C.
July 26: Philadelphia, Pa.
July 27: Pittsburgh, Pa.
July 29: Cleveland, Ohio.
Aug. 9: Milwaukee, Wis.
Aug. 10: Chicago, Ill.
Aug. 12: Los Angeles, Calif.
Aug. 13: San Francisco, Calif.
Aug. 16: Portland, Ore.
Aug. 17: Seattle, Wash.
Aug. 19: Montana
Aug. 20: Boise, Idaho.
Aug. 23: Salt Lake City, Utah
Aug. 24: Denver, Colo.
Aug. 26: Albuquerque, N. M.
Aug. 27: Wichita, Kan.
Aug. 30: St. Louis, Mo.
Aug. 31: Indianapolis, Ind.

Just Out!
most complete ever!



STANDARD for sales facts fast!

Like Advertising itself — the new 1954 STANDARD ADVERTISING REGISTER is bigger, better than ever before — filled with the facts you need for hard competitive selling.

Imagine — 14,000 leading advertisers with their 60,000 executives listed by title — the advertising agency handling the account — media used — amount spent—13,000 brand names! Yes, they're all there ready for you to use in the new 1954 "Red Book".

Better get the facts by dropping us a line on your business letterhead now. We'll take it from there and send you full facts fast!

The Register Contains

- The Advertiser, Address, Capitalization
- Products with Trade Names
- Corporate Executives
- Advertising Manager
- Sales Manager
- Printing Buyer
- Advertising Agency Handling Account
- Account Executives
- Advertising Media Used
- Advertising Appropriations
- Character, Extent of Distribution

THE AGENCY LIST

Standard source of information about 3,000 U.S. and Canadian advertising agencies with data on their recognition, personnel, and over 30,000 clients. Issued three times a year — the AGENCY LIST is part of STANDARD'S complete service or may be purchased separately.

Free Write for colored illustrated booklet giving full information about the STANDARD ADVERTISING REGISTER and Supplementary Services. It's yours for the asking.

NATIONAL REGISTER PUBLISHING CO., INC.
130 West 42nd Street 333 N. Michigan Ave.
New York 36, N. Y. Chicago 1, Illinois

Who's Selling Whom?

IN RETROSPECT, three events at Chicago a fortnight ago take on a more topsy-turvy appearance than any sequence to be found outside *Alice in Wonderland.* In curious order they were: the CBS Radio price cut, the statement by an advertising expert and former director of the newspapers' Bureau of Advertising that radio is the "inseparable companion" of the American people, and the pep talks of several leading clients urging broadcasters to believe in their medium.

It is difficult to reconcile the newest network price thrust with the remarks of Alfred Stanford, publisher of *Boats,* co-founder of the Compton agency, one-time vice president of the New York *Herald-Tribune,* ex-chief of the plans board at Benton & Bowles. Mr. Stanford told a session of the NARTB convention that "in radio you have something to sell that is the only thing of its kind. . . . Radio's opportunity for the future lies not in debating how much cheaper you can offer your medium, but from learning all you can about its strengths, building your programming to capitalize on those strengths, and selling it on the basis of how effectively it serves the public."

At the Broadcast Advertising Bureau session of the NARTB convention, several big customers of radio, including Oliver B. Capelle, advertising manager of Miles Labs, were in the position of selling as well as buying radio. Mr. Capelle said: "We have more confidence in radio than broadcasters themselves. The great medium we call radio will remain as potent in generations to come as it is May 27, 1954."

As Alice would say, it gets curiouser and curiouser when the customers are begging to be sold and the salesmen can think only of cutting prices. The situation belongs in a fairy tale, not in real life, and particularly not in the contemporary world of the radio business.

Plainly, the buyer resistance which networks have reported does not universally exist. The question is whether network sales have been directed toward the development of new business or confined, as we suspect may be the case, to inter-network competition, with one network concentrating on winning business that is already on another.

802 Downbeat

FOR THREE months no live musician has performed on WOR New York and for two months none has been heard on WINS of that city. The reason is simple: The operators of those stations have refused to comply with demands of Local 802 of the American Federation of Musicians that they employ a specified (by the union) number of staff musicians. In the past the minimum has been 40 at WOR, eight at WINS.

In the case of WINS the union has gone so far as to picket Yankee Stadium and Eastern Parkway Arena where the station's sports broadcasts originate. That picketing has been stopped, at least for the time being, by a U. S. District Court temporary injunction on the grounds it constituted a secondary boycott.

The picketing of WINS origination points may have been eliminated, but the root problem has not.

The union charges a "dismissal" of its members who were previously engaged at these stations and maintains that it is the responsibility of their managements and of all broadcasters to employ musicians who would otherwise be jobless. WINS and WOR officials reply that they have not been able to use profitably the musicians they have employed in the past and ask to be permitted to employ musicians as they need their services with no requirement to employ a certain number, needed or not.

AFM's own statistics clearly show that the problem is not localized in New York. Following the end of World War II, while the number of stations increased, the number of musicians employed in radio and the number of stations employing them has gone the other way. Concurrently, the percentage of non-musical programs has expanded, the percentage of live musical programs has shrunk.

The irrefutable logic of economics makes it quite clear that today local live musical programs cannot compete with other types of shows on the cost-per-thousand basis that controls most buying. It is just as obvious that in the rigorous competitive situation in which most stations find themselves today, few broadcasters can afford the luxury of maintaining programs they cannot sell or musicians they have no use for.

Drawn for BROADCASTING • TELECASTING by Sid Hix
"I don't care how interesting the Army-McCarthy hearings are! Turn it off when you're peeling potatoes!"

The Jones Boy

DUANE JONES'S story of package goods advertising, which begins in this issue, is bound to arouse comment, as can be confidently predicted of almost everything Mr. Jones does. He is not a passive character.

The past three years have been particularly tumultuous for him. Not in modern advertising have the intra-mural secrets of an agency been laid so mercilessly bare as they were in the testimony of his court battle with former associates. But, as we say, Mr. Jones is not a passive man. He is back in business and determined to stay.

Whatever Mr. Jones's destiny, his past is full of the rich, rewarding history of advertising. Certainly no one is more qualified than he to tell how the basic techniques of package goods advertising were developed and how they have been used to generate some of the great advertising success stories of our time. We are pleased to be a party to the publication of an important advertising document.

Marfree's Costly Lesson

THE COLLAPSE of Marfree Advertising Corp., with some 600 radio and tv stations holding the bag for a quarter-million dollars, is not, unhappily, without precedent.

As reported here last week, Marfree closed shop after running a March through May radio-tv campaign for Gainex, a weight influencer sold by mail. One explanation attributed to a Marfree executive was that broadcasts of the Army-McCarthy hearings distracted from the effectiveness of the campaign.

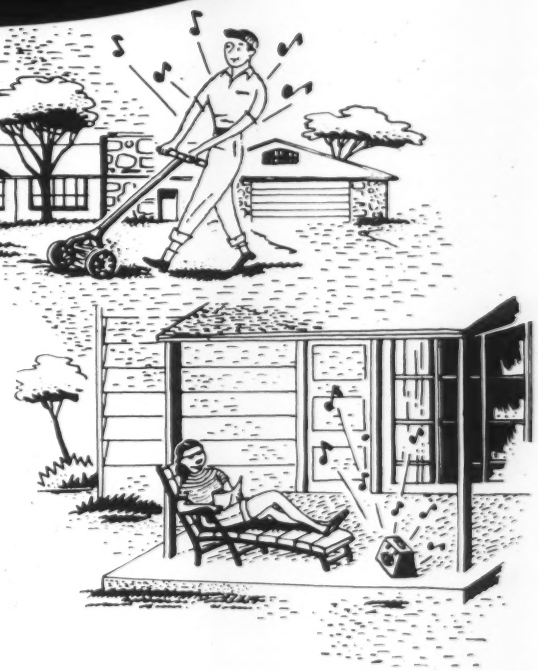
Whatever the reason, it is evident that the Gainex radio-tv campaign was speculative. It depended upon immediate mail order response to provide funds to pay for the campaign.

As in other cases of this kind, stations lose two ways, in the direct loss of money due them for their air time and in the indirect but hardly less severe loss of prestige among their audiences. According to reports from stations, some customers have not received the Gainex they ordered by mail. They are bound to blame the stations which carried the advertising.

There is marked similarity between this and other failures we can recall. Most of them involved mail order deals which did not pan out as expected.

The Marfree-Gainex incident points up again the hazards of accepting business without investigating the reliability of agency and client. The broadcaster who takes such accounts at face value is speculating not only with his own money but also with the money—and the respect—of his audience.

even on vacation...



families in KYW land never leave home

- 91.1% of families in the Philadelphia market are home on any summer day. Radio listening habits change little from December through summer . . . *their habit of buying goods changes even less!* July and August beat national averages in $ sales for any other month of the year.
- Of the less than 10% who are on vacation at any one time, 54.6% visit vacation spots within KYW-land's coverage area in Pennsylvania and New Jersey. This means that less than 5% of the families actually go beyond the signal area, *even on vacation.*
- 57.4% of families in KYW-land travel by car to vacation spots. 78.1% of these cars are equipped with radios.
- A big share of the 1,800,000 portable radios sold in 1953 alone are owned by people in KYW-land. Off goes the car radio . . . on goes the portable!
- KYW's complete radio schedule is keyed to the families with summer spending on their minds.

Radio is the only medium in the Greater Philadelphia area that is invited into the home to make sales *24 months of the year!* So, if you are looking for the right SPOT to sell your product, dial 1060 . . . your customers do!

W B C

WESTINGHOUSE

50,000 watts **KYW** 1060 on the dial

PHILADELPHIA